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U. S. DEPARTMENT OF AGRICULTURE
BUREAU OF HOME ECONOMICS



**FARM FAMILY LIVING
OUTLOOK CHARTS
AND
CONFERENCE SUMMARIES**

FOR USE WITH THE
AGRICULTURAL OUTLOOK
FOR
1936

WASHINGTON, D. C.

NOVEMBER 1935



SUMMARY OF 1936 OUTLOOK FOR FARM-FAMILY LIVING

General Situation in 1935 as Compared with 1934

Gross cash income from agriculture somewhat higher, but varies from region to region.

Production costs somewhat higher, but not enough so to offset income increases.

Increase in number of part-time farmers since 1930, with consequent increases in income of some farm families from outside earnings.

Tax rates about same, though lower than in 1932.

Interest rates about same, though lower than in 1932. Financial situation of many farmers improved by refinancing of debts.

Prices of "all goods" for family living about same. Prices of foods, especially meats, higher; prices of clothing, lower.

1936 Outlook for Farm-Family Living

Application of Outlook Information for 1936

Cash for family living

Somewhat higher; unequal in regions.

Family living competing closely with farm business for cash. Machinery replacements necessary.

Prices paid for goods bought for family living.

First half, 1936, probable price trends:

"All goods:" about same as now (Nov. 1935).

Food: Prices of "all food" about same; meat, bread, and grain probably will continue higher, relatively, than "all foods."

Clothing: Prices slightly higher, especially for shoes, silk, wool, and rayon.

Automobiles and building materials:

Prices about same.

Goods for household operation:

Prices about same

Consider producing more of the meat needed for home use. Cure, can, or refrigerate to extend supply throughout year. Use home-slaughtered meat economically to increase marketings. If bread prices rise more than cost of ingredients, consider more home baking.

If prices of leather, silk, wool, and rayon continue to rise, consider use of substitutes.

Outlook for 1936 for adjustments in:

Application for 1936

Family expenditures and production for home use

Increase in available cash probably will go largely for automobiles, clothing, and "other" expenditures, with a smaller share for food. Adjustments, however, will depend upon nature of 1935 expenditures.

Even if the cash income does not change, family spending patterns in 1936 may differ from those of 1935 where the greater home production and conservation of food in 1935 lessens food expenditures.

Continuation of food-production programs is expected as means of attaining better food supply and of releasing cash for goods and services that cannot be home-produced. Home-production of fuel, ice and other goods probably will continue as in 1935.

Purchasing Practices

Wide variations which exist in interest rates on instalment credit and time purchases, continued.

Continued growth in farm cooperative associations and in volume of goods handled by them for household use. Legislation has enlarged Federally-sponsored credit facilities relating to cooperatives.

Programs of Federal agencies for research, education, and representation of consumers, continued.

Weigh values carefully in deciding how to spend increases. What expenditures will mean most to the family?

Plan budgets for household expenditures and for production for family use; keep farm and household accounts, take farm and household inventories.

Plan wardrobes with respect to needs of family members. Buy carefully. Continue home clothing construction.

Plan suitable year-round food supply. Produce and preserve enough for ordinary use, plus a carryover for emergencies. Consider home-food production with respect to dietary needs. Make decisions on basis of available cash, time, and land.

Pay cash when possible. Investigate actual interest rate and credit terms which often are concealed in sales contracts. Use credit facilities less expensive than instalment credit, if possible.

Buy through cooperatives or stimulate organization of cooperatives. Encourage expansion of cooperatives' stocks to include greater variety of products for family living.

Keep informed on consumer problems; use available information to guide purchasing. Learn to protect consumer interests in the same way that other groups such as "big business" protect their interests.

INCOME AVAILABLE TO FARM FAMILIES

Income from agriculture. Income available to the farm family in any year depends largely upon gross income from farm production. However, from this gross income, production expenses must be deducted, leaving for the farm family: (1) income "in kind" derived from products retained for home use, and (2) cash income available as a return for the family's labor, capital, and management. Not all of this cash income available to the family can be used for living expenses; this fund also must provide for purchase and replacement of farm equipment and other capital goods for the farm business, for life insurance, and for other nonfarm investments. To a certain extent, family living and the farm business are competitors for the available cash.

National gross income from farm production fluctuates greatly. It fell from approximately 12 billion dollars in 1929 to a low point of about 5-1/3 billion in 1932. By 1934 it was more than one third higher than in 1932, and preliminary estimates indicate that in 1935 it will be appreciably increased. (See chart, "Distribution of gross income from farm production.")

The farm family's share of gross income -- both income "in kind" and cash available after meeting production expenses -- falls more rapidly than does total gross income, in periods of deepening depression. During such years, production expenses decline less, relatively, than does cash available to the family. In periods of recovery, cash available to the family increases more rapidly than production expenses. (See chart.)

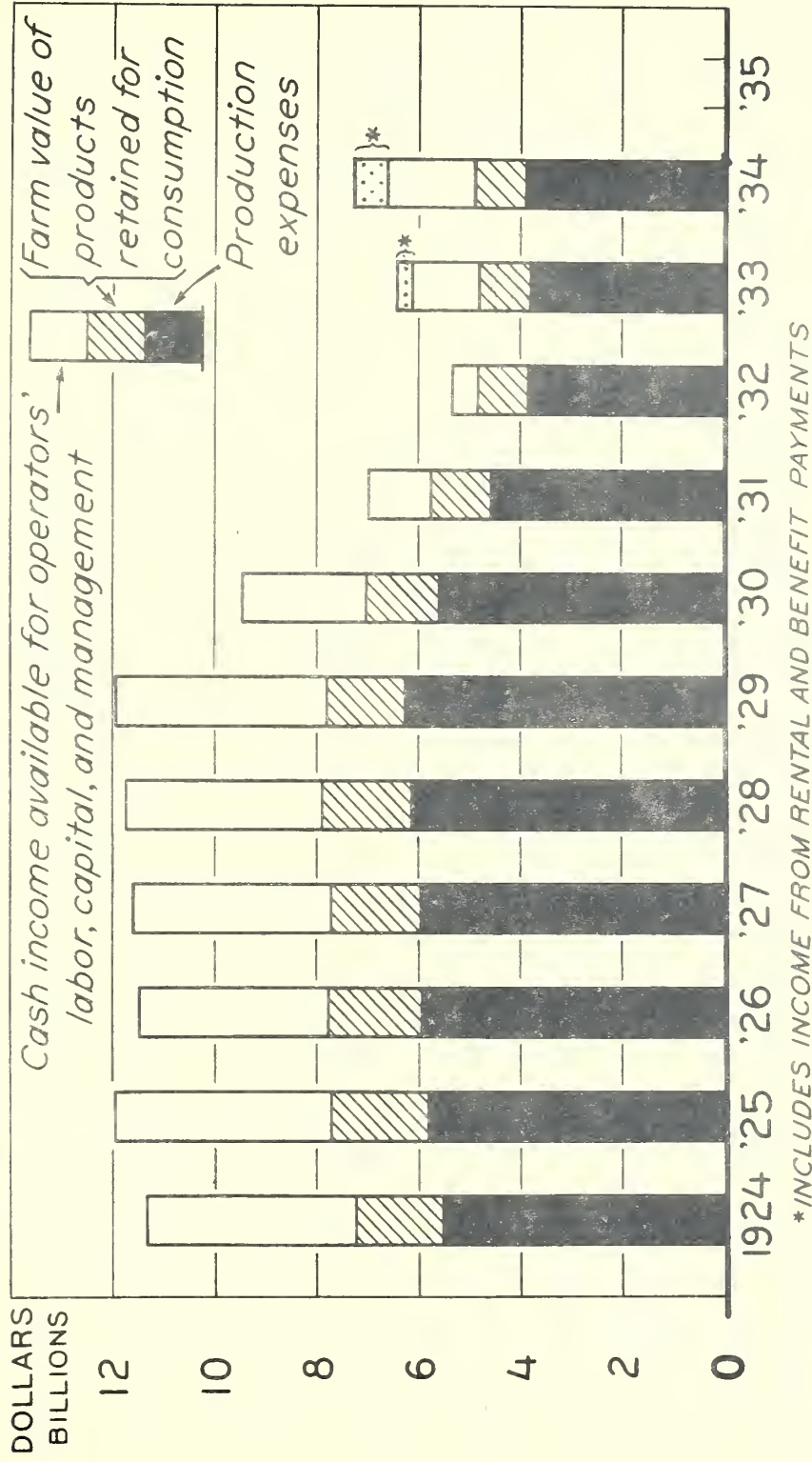
During the period 1925-29 when the national gross income from farm production averaged somewhat less than 12 billion dollars annually, about 56 percent was available to farm operators and their families -- 41 percent as cash and 15 percent as income "in kind." In 1932 when gross income had fallen to about 5-1/3 billion dollars, only 46 percent was available to farm families -- 28 percent as cash and 18 percent as income "in kind." When gross income rose to about 7 billion dollars in 1934, the percentage available to farm families rose to 59 -- 45 percent as cash, and 14 percent as income "in kind."

Additional cash income. Cash incomes of many farm families are supplemented by earnings in nonagricultural industries, by keeping tourist boarders and lodgers, by making and selling handicraft articles and other made-at-home products, or by selling produce directly to consumers, through roadside stands, farm women's markets, etc. Although in the aggregate such income is unimportant compared with national income from agriculture, it is very important to some families, even though it may yield them a small return per hour for their labor.

Outlook. Cash income available to farm families from agriculture, after meeting production expenses, probably will be higher in 1935 than in any year since 1929. However, not all sections of the country are sharing equally in this increase. The greatest gain is occurring in the North Central States, with moderate increases in other regions. For the country as a whole, the outlook for 1936 agricultural income is for a continuance of the upward trend.

There is evidence, also, of an increase in part-time farms as well as in farm population during the past 5 years, hence the number of farm family members available for part-time industrial employment probably has increased.

Distribution of Gross Income from Farm Production, 1924 to Date



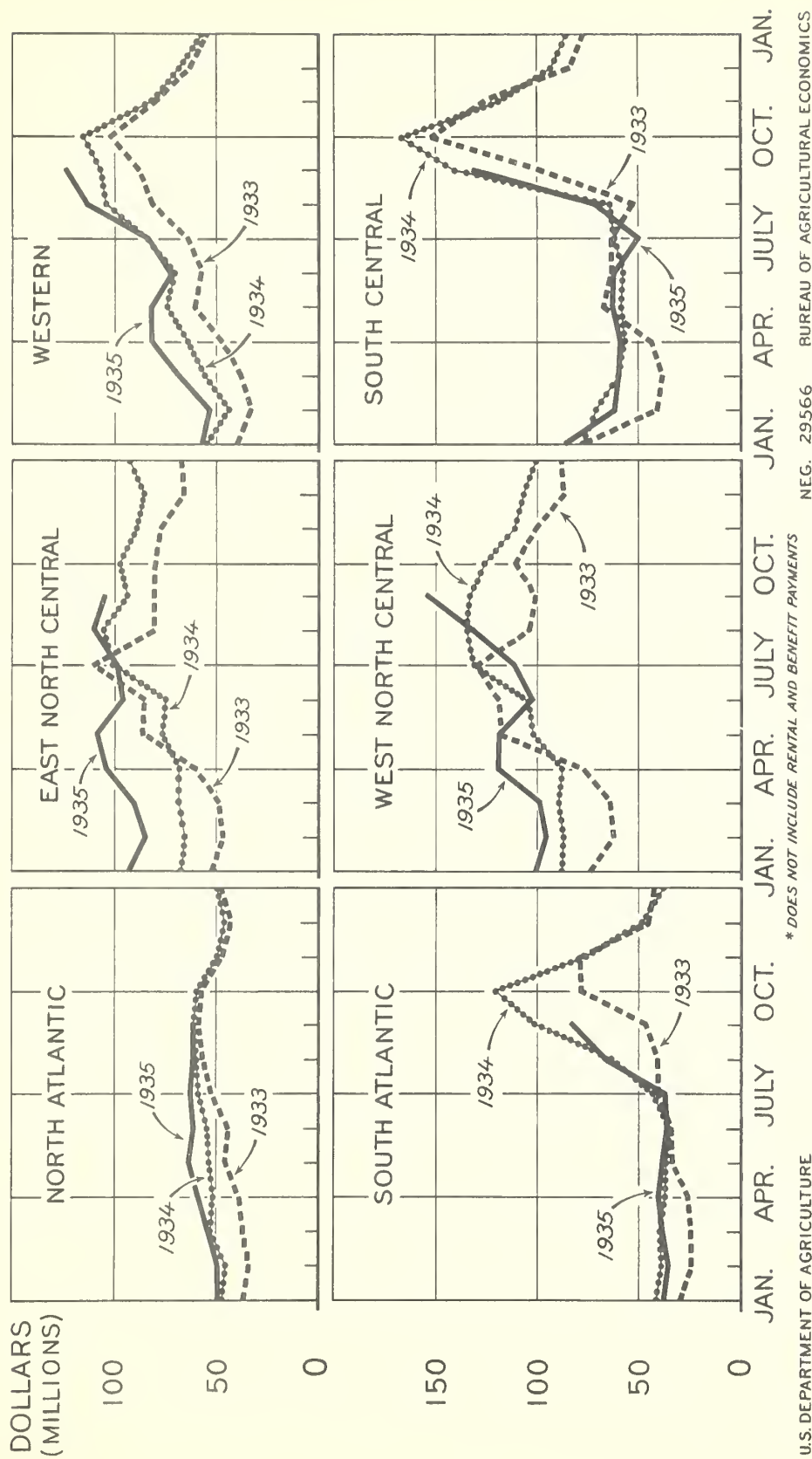
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In periods of advancing income farmers' expenditures for production increase less rapidly than cash income. The marked increase since 1932 in cash income available to operators after paying the necessary production expenses is accompanied by increased purchases by farm families of clothing, furniture and other commodities used in the farm home.

CASH RECEIPTS FROM THE SALE OF PRINCIPAL FARM PRODUCTS, BY REGIONS, 1933 TO DATE*



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* DOES NOT INCLUDE RENTAL AND BENEFIT PAYMENTS

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IN REGIONS SUCH AS THE SOUTH ATLANTIC AND SOUTH CENTRAL STATES, WHERE A LARGE PROPORTION OF THE FARM INCOME IS RECEIVED FROM CROPS, THERE IS A MARKED INCREASE IN CASH RECEIPTS IN THE FALL MONTHS. THE REGULARITY IN THE MONTHLY INCOME FROM LIVESTOCK AND LIVESTOCK PRODUCTS TENDS TOWARD A MORE EVEN DISTRIBUTION OF RECEIPTS THROUGHOUT THE YEAR, PARTICULARLY IN THE NORTH ATLANTIC STATES WHERE THE MAJOR SOURCE OF INCOME IS DAIRY AND POULTRY PRODUCTS.

PRICES PAID FOR GOODS PURCHASED FOR FARM FAMILY LIVING

Prices paid by farm families for goods used for family living were slightly higher in the first 6 months of 1935 than in the corresponding period of 1934. Index numbers of the Bureau of Agricultural Economics showing prices of all commodities for farm family maintenance rose from 122 on June 15, 1934, to 124 on June 15, 1935, an increase of only 1.6 percent. (See chart, Prices paid by farmers for food, clothing, and family maintenance.)

This small increase, however, represents the balancing of somewhat pronounced opposite trends in prices of different commodities rather than a uniform small increase in the price of all. A 13 percent rise in food prices was offset by a fall of 5 percent in prices paid for clothing and a small reduction in prices of other goods purchased. (See different movements of price curves on chart.)

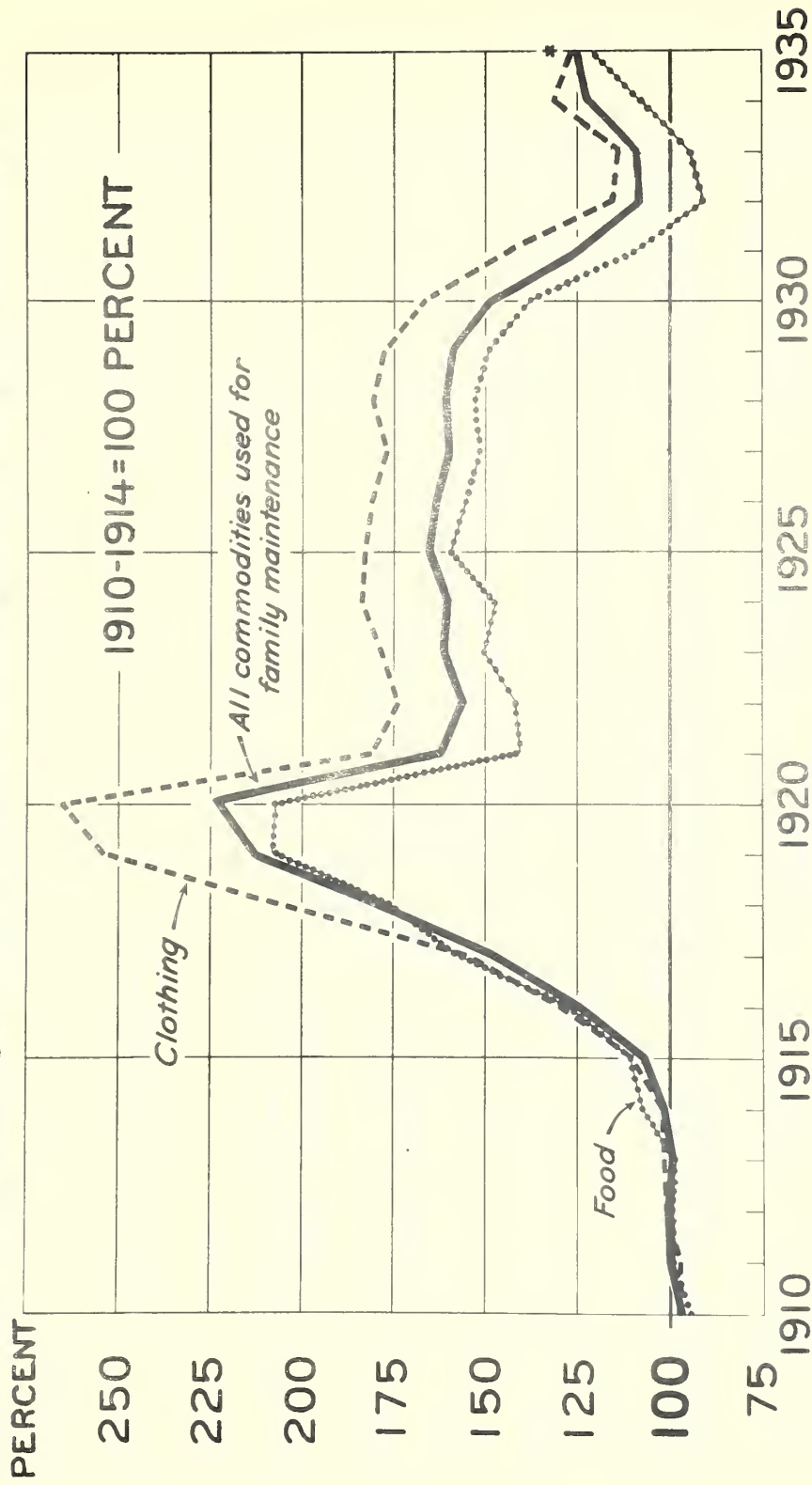
Additional information concerning prices of food and clothing are discussed in greater detail in the sections of this pamphlet dealing with those commodities.

Prices of goods used for household operation, such as kerosene, coal, gasoline, soap and other supplies for laundry and cleaning, are practically the same as a year ago, as are prices of furniture and furnishings. (See chart, Prices paid by farmers for operating expenses, furniture and furnishings, etc.)

Prices paid by farmers for automobiles, and for building materials for houses, changed little during the first 8 months of 1935. While an upward trend in industrial activity is increasing demand for building materials, there is at this time no evidence of probable increase in their prices, or in prices of automobiles.

No significant changes in prices of goods for farm family maintenance are anticipated within the next six months.

Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910 to Date

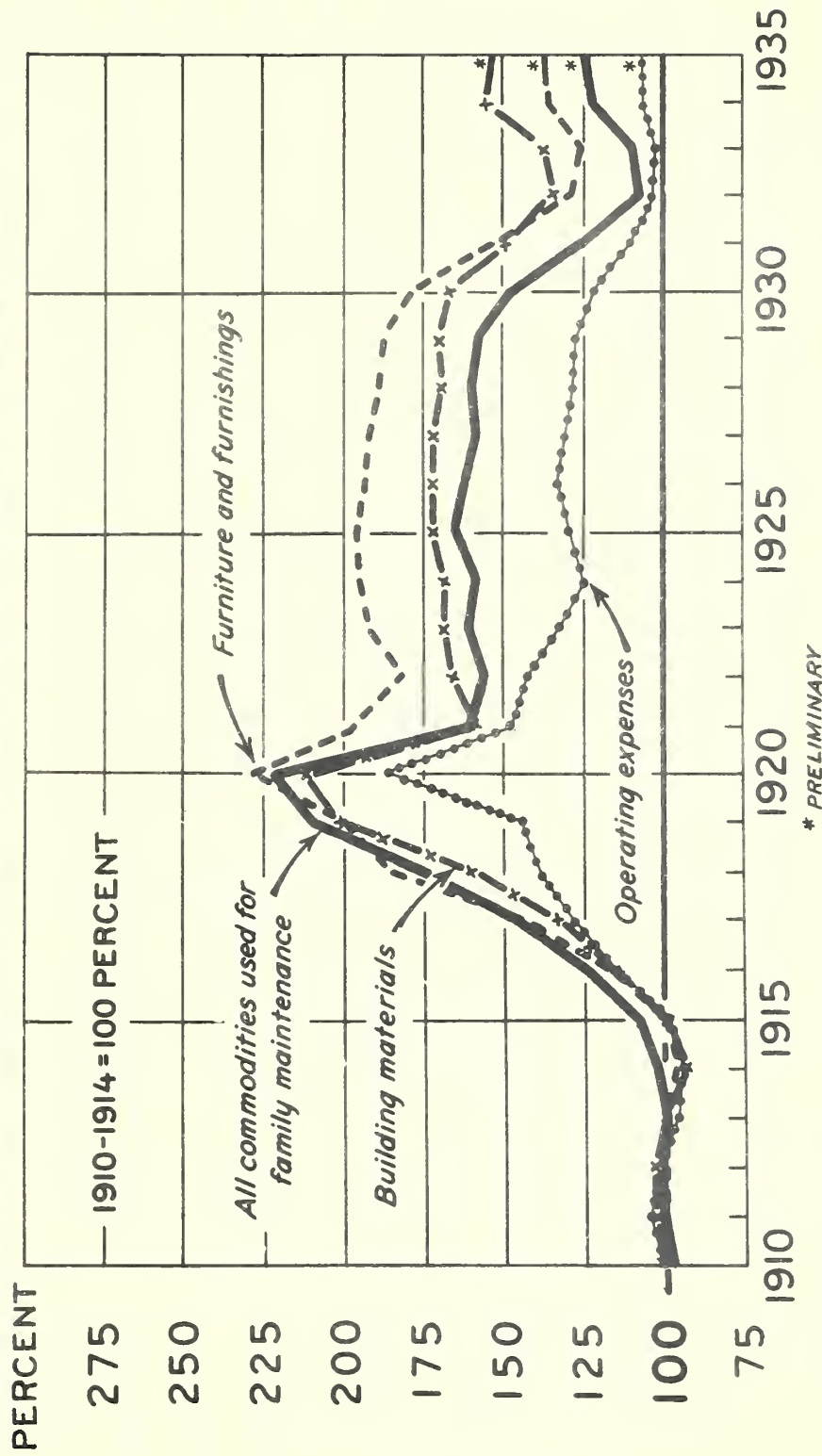


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Prices paid by farmers for commodities used by the family have not advanced as much since 1932 as commodities used in production. Clothing and food are the two most important expenditures for the farm family, and prices for these commodities very largely determine the trend of the prices paid by farmers for commodities used by the family.

Prices Paid by Farmers for Operating Expenses, Furniture and Furnishings, Building Materials for House, and Family Maintenance, 1910 to Date



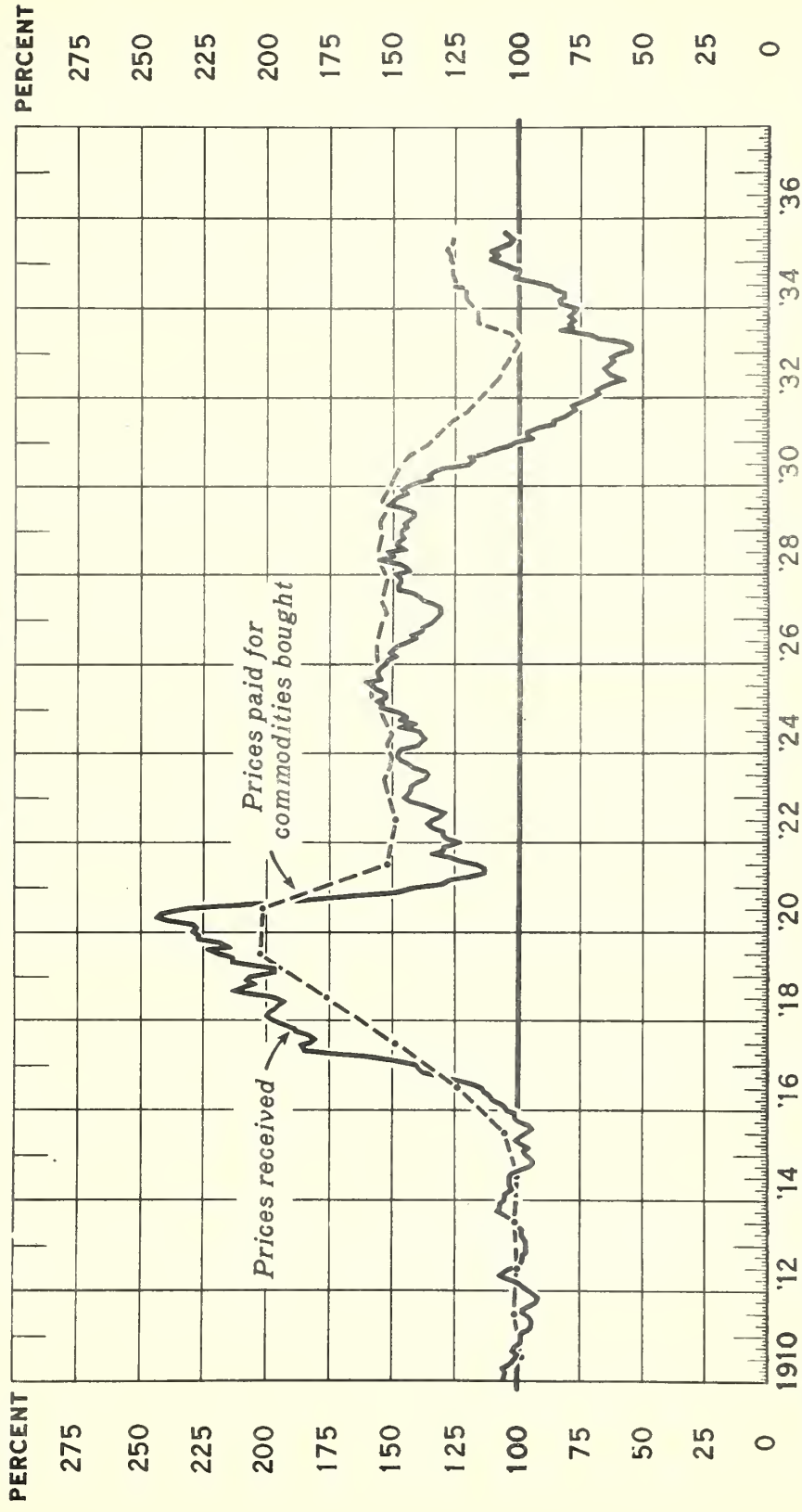
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The operating expenses of the farm household, which are primarily expenditures for fuel, gasoline, kerosene, etc., have advanced much less than the prices of other commodities bought by farmers since 1932. Building material prices have advanced relatively more than prices of other commodities.

PRICES RECEIVED AND PAID BY FARMERS, 1910 TO DATE

INDEX NUMBERS (1910-1914=100)



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Prices received by farmers fluctuate much more than prices paid by farmers, partly because many farm products are raw materials and partly because the production of farm products tends to be maintained in periods of declining demand. Prices paid by farmers tend to fluctuate very little except in periods of major price adjustments.

ADJUSTMENTS IN FARM FAMILY CONSUMPTION

The consumption program of the farm family is related both to its plan for spending cash and for producing goods for family living. All resources therefore must be considered in making and carrying out consumption plans -- not only the money available and goods on hand, but also the time and energy of the family members and the production capacities of the farm itself. It is important, also, that the plans for consumption be made as a balanced whole, within which the parts supplement one another. Thus when cash income falls, as during the worst years of the depression, it becomes necessary to change production plans and practices so that levels of living may not fall so low, relatively, as have cash receipts.

With rising cash income, the farm family still must make important choices as to how it will use its resources in order to obtain maximum human values. What proportion of the increased income to devote to family living; what proportion to the farm business; and what to provision for the future; how best to use the money allocated to the family; the extent to which production for family living shall be emphasized in order to free more money for purchases of goods and services which cannot be home produced; the balance between use of time for work and for leisure -- these and related questions must be considered in making consumption plans, and must be decided by each family upon the basis of its own assets, needs, and desires.

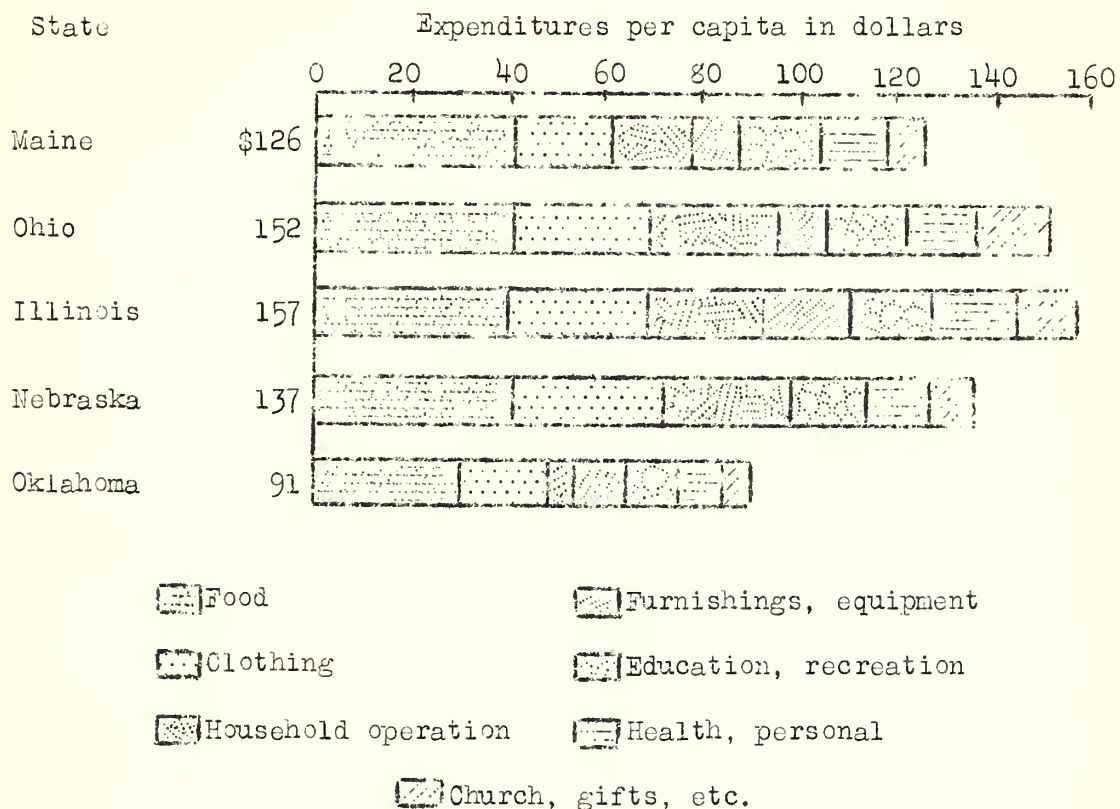
Farm families whose cash incomes have increased to the extent that more money is available for maintenance, probably will distribute the increase somewhat unequally over several items of family living rather than to only one or two. With incomes for 1934 higher than for 1933, a group of Nebraska families increased expenditures for automobile, recreation, and clothing relatively more than they increased expenditures for food and household operation. (See chart, "Changes in expenditures for family living," and the two pages following, for more detailed information concerning expenditures of these Nebraska farm families.)

That expenditure patterns of these Nebraska farm families are similar to those of families of similar socio-economic status in other States in the East North Central region is indicated by family living studies. (See table, "Expenditures of farm families in 1934.")

Expenditure patterns of farm families with lower incomes probably would react differently to increases in income. Such families might be forced to use relatively more of the increase to replenish depleted stocks of clothing and household furnishings than would families at higher levels, who reduced their stock of these goods less during the depression.



LIVING EXPENDITURES OF FARM FAMILIES 1934



The data on which this chart was based were taken from home accounts summarized by the Extension Service of each of five States. The figures do not include housing and transportation. For Nebraska, "household operation" includes some expenditures for furnishings and equipment.

There is a strong similarity between the Ohio and Illinois yearly figures, both in total per capita expenditures and in their distribution among different items.

Yearly expenditures for food in four of the five States are almost identical, from \$40 to \$41 per capita. In Oklahoma they are lower (\$31) but this figure represents a much larger proportion of the total, probably because of the lower income and lowered level of living during a drought year.

The money spent for clothing ranged from \$18 in Oklahoma to \$31 in Nebraska. For operating expenses the range was from \$5 in Oklahoma to \$27 in Ohio and Nebraska. Expenditures for education and recreation and for health and personal items are so close in four of five States as to suggest that the families keeping records in these States have similar standards of living.

EXPENDITURES OF FARM FAMILIES IN 1934

State	Number of families studied	Average number in household	Average per capita expenditures								Personal	Church, gifts, etc.
			Total	Total minus transportation	Food	Clothing	Household operation and repairs	Furnishings, equipment	Transportation	Education, Recreation	Medical care, health	
Illinois	231	4.3	\$177	\$156	\$40	\$29	\$29	\$12	\$21	\$17	\$12	\$12
Iowa	34	4.0	171	148	42	28	2/23	10	23	13	12	13
Kansas	178	4.2	3/181	181	38	28	18	14	1/	26	11	13
Maine	75	4.4	126	126	41	20	17	9	1/	17	9	8
Nebraska	291	3.9	157	137	41	4/31	5/27	5/	20	15	13	10
Nevada	41	5.7	124	124	44	4/39	16	6	1/	6/13	6	6/
Ohio	1/58	4.4	159	159	41	28	34	10	1/	16	13	15
Oklahoma	1/58	3.9	92	92	31	19	5	10	1/	11	9	7

1/ Not included in report. 2/ Includes also taxes, interest, fire insurance. 3/ Total expenditures not accounted for under items listed. 4/ Clothing and personal items grouped. 5/ Household operation includes some expenditures for furnishings and equipment. 6/ Education, recreation, church, gifts combined. 7/ Not listed separately.

This table, based on summaries of home accounts from 8 States, shows annual per capita expenditures for the principal items in farm-family living. Because only 3 States reported expenditures for transportation or automobile, two totals are given -- one with and one without that item.

Total per capita expenditures (exclusive of transportation) ranged from \$92 in Oklahoma to \$181 in Kansas. The median was approximately \$143 per capita, or \$600 per family of 4.2 persons, the average size of the account-keeping families in the 7 States which included data on that point.

In 7 of the States, expenditures for food were very similar -- from \$38 to \$44 per capita.

Clothing expenditures in the 6 States which listed that item separately ranged from \$19 to \$29 per capita; in 4 States average per capita expenditures were \$28 to \$29.

Expenditures for household operation and repairs ranged from \$5 to \$34 per capita. The wide variations in this item probably reflect differences in classification of expenditures fully as much as differences in buying practices.

Expenditures for furnishings and equipment ranged from \$6 to \$14 per capita. Three of the 7 States which listed this item separately spent \$10 per capita.

Expenditures for education and recreation ranged from \$11 to \$26 per capita. In 5 of the 7 States which separated education and recreation from all other items, per capita expenditures were between \$13 and \$17.

Expenditures for medical care and health ranged from \$6 to \$13 per capita; in 7 States expenditures were between \$9 and \$13. Personal expenditures were listed separately by 5 States with a range of \$2 to \$5 per capita. Expenditures for church, gifts, etc., ranged from \$7 to \$15; in 5 of the 7 States which listed this item separately expenditures were from \$10 to \$15.

(References to reports of these studies on following page)

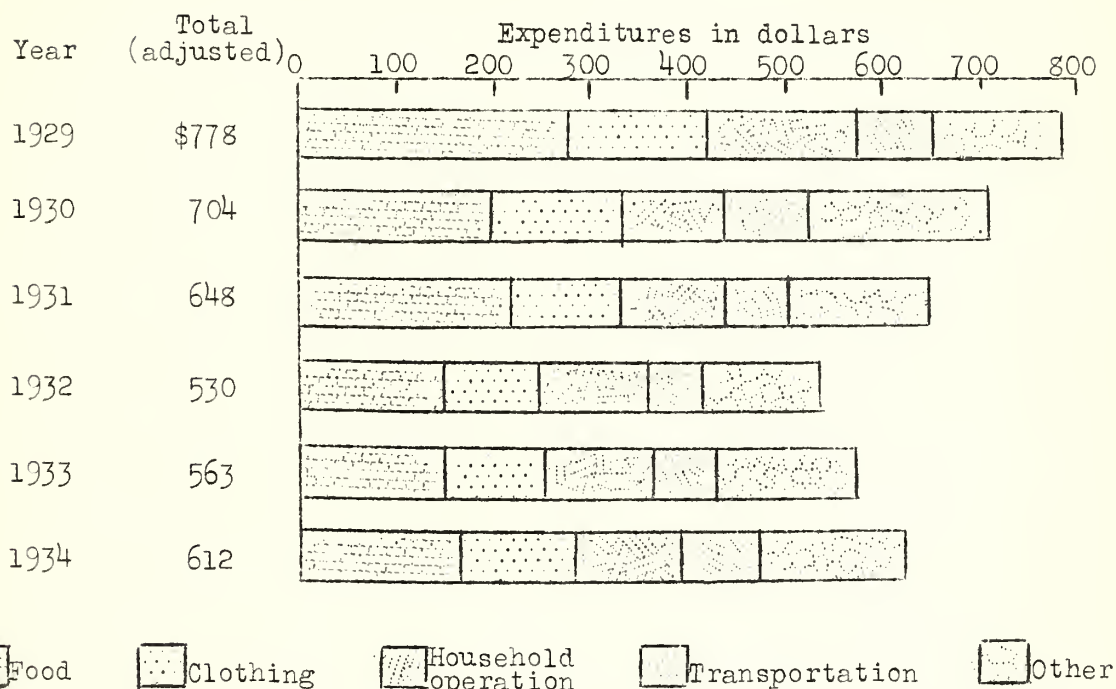
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(References to accompany table of expenditures of farm families in 1934)

1. Ruth C. Freeman. Summary of Illinois home account books. Ill. Univ. Agr. Coll. Ext. Serv. Urbana, 1935. (HEE-448, Mineographed.)
2. Pauline M. Marriott. Farm living expenditures of 34 Iowa farm families. 1934. Iowa State Coll. Ext. Serv. Ames, 1935. (HM-113, Mineographed.)
3. Bessie Goodman. Home account summary for Kansas 1934. Kans. State Coll. Ext. Serv. Manhattan, 1935. (Mineographed)
4. Anon. Summary of Maine home account books from records of 75 farm families and 16 village families. 1934-35. Maine Univ. Agr. Coll. Ext. Serv. Orono, 1935. (Mineographed)
5. Muriel Smith. Nebraska summary of home account records from the 1934 books. Neb. Univ. Agr. Coll. Ext. Serv. Circ. 11-113. Lincoln, 1935. (Mineographed)
6. V. E. Scott and Louis Titus. Summary of family classification, farm privilege, and cash cost of living. Data for 1934 on 41 families. Nev. Univ. Agr. Expt. Sta. and Agr. Ext. Serv. News Bull. Vol. IX. No. 2. (Mineographed)
7. Thelma Beall. Ohio farm family living costs for 1934. Ohio State Univ. Ext. Serv. Columbus, 1935. (Mineographed)
8. Anon. Oklahoma summary of 25 home accounts for 3 years. Okla. A & M Coll. Ext. Div. Stillwater, 1935. (Unpublished data)

CHANGES IN EXPENDITURES FOR FAMILY LIVING

Nebraska Farm Families: 1929-34



Changes in the living expenditures of a group of Nebraska farm families during the years 1929-34 are presented, using data collected by Muriel Smith and published in Nebraska Extension Circular 11-113.

Reductions in purchases for farm-family living went hand in hand with reduced farm incomes during the four years 1929-32, according to this chart. Increased purchases accompanied increased farm income in 1933 and 1934. The average amount spent for family living in each of these 6 years has been adjusted to 1934 price levels, in order to eliminate differences in purchasing power of money. Each bar, therefore, represents the purchasing power of the year's expenditures at 1934 price levels, instead of the number of dollars actually spent. For example, goods and services costing \$1,009 in 1929 would have cost only \$778 at the lower prices of 1934. The bar for 1929, therefore, is shown as \$778 so that total purchases of that year may be compared with purchases of 1934 and of intervening years.

The average percentage of total expenditures allotted to each of the various items of living is shown by divisions of the bar for that year. For example, average food expenditures which were 35 percent of the total in 1929 are shown as 35 percent of the 1929 bar. In 1932, food expenditures fell to 28 percent of the total. However, food purchases declined much more than did the percentage allotted to food, since total expenditures in 1932 were only 68 percent as high as in 1929 (\$530 as compared with \$778).

(Continued next page)

CHANGES IN EXPENDITURES FOR FARM-FAMILY LIVING (continued)

Changes in purchases of food and some other items during this 6-year period are shown more adequately by the table below than by the preceding graph. In this table, all expenditure figures have been adjusted for family size (families averaged 3.9 members). Figures for each year's total expenditures have been adjusted to 1934 price levels (all-commodity index). Figures for expenditures for food, clothing, household operation, and "other" items also have been adjusted to 1934 price levels, but by specific indexes. Thus the value of food expenditures is adjusted for each year by the index for food to eliminate differences due specifically to changes in retail food prices. Expenditures for transportation are not given because there is no transportation index number. The sum of the expenditures for the items shown, therefore, does not equal the value of total expenditures.

Changes in expenditures for farm-family living
Nebraska farm families 1929-34

Year	Number of families included	Value of total expenditures per family	Value of average expenditures per family for -			
			Food	Clothing	Household operation	"Other," such as development
1929	25	\$777	\$259	\$130	\$171	\$156
1930	36	759	210	136	126	176
1931	91	667	228	114	104	133
1932	147	542	161	101	104	109
1933	164	548	147	104	102	121
1934	239	612	161	119	106	150

Purchases of food fell from a value of \$259 in 1929 to \$161 in 1932. This fall probably represents a decrease both in quantities and in quality of food bought. With farm income in 1933 only slightly greater than in 1932, purchases of food continued to fall. Value of food produced for family use was approximately the same during 1932 and 1933, according to reports from these families. It seems, therefore, that decreased purchases were not offset by increased food production. In 1934, with a greater income increase than the year before, food purchases rose. This increase probably was due in part to the drought of that year which lessened the supply of home-produced food.

In 1934, value of total expenditures were about 12 percent above those for 1933. Value of purchased food rose approximately 10 percent; value of clothing, 14 percent; of household operation, only 4 percent. Value of expenditures for "other" goods and services, including those for education, recreation, medical care, and gifts increased most of all, rising about 24 percent.

The Food Situation, 1935-36

(Abstract of report)

by Gustave Burmeister, Bureau of Agricultural Economics

The supply of all foods which is available for domestic consumption in 1935-36 will be slightly larger than was consumed in 1934-35, and only a little less than the average annual consumption in 1925-29. However, some foods are relatively much more plentiful than others.

Meat and lard.— Owing to marked reduction in livestock numbers following the 1934 drought, meat and lard supplies for the year ending June 1935 probably will be the smallest in several years. The 1935-36 supply of meat, other than poultry, is expected to be about 14 percent less than in 1934-35, and 21 percent less than the 1925-29 annual average. The sharpest decrease will be in pork. Production of beef, veal, and lamb, probably will be little changed. Numbers of livestock available for slaughter in 1936-37 are expected to increase over those of 1935-36.

Poultry and eggs.— Supplies of poultry meat are expected to be slightly larger in 1935-36 than in the 2 previous years, and almost as large as the average for 1925-29. Egg supplies will be slightly smaller than in recent years, and much smaller than in 1925-29.

Milk and butter.— An unusually large production of milk and butter is expected in 1935-36. Good pastures this fall and the increased feed supply are expected to more than offset the smaller number of cows milked.

Food grains.— The 1935 wheat crop was lower in quantity and quality than expected, owing to black rust and excessive rainfall. But with the carry-over, the available 1935-36 supply probably is ample for domestic requirements. Some wheat of high-milling quality may be imported. The supply of rice for 1935-36 domestic consumption may be slightly less than was consumed in 1935-36 or annually in the period 1925-29. The 1935 crops of corn, oats, barley, and rye are materially larger than in 1934. Supplies for human consumption will be ample; only a small portion of these crops is used directly for food.

Fruits.— The supply of all fruits for the 1935-36 marketing period is more than ample. The quantity available for use as fresh fruit is expected to be 13 percent higher than 1934-35 and 17 percent higher than the 1925-29 average. Since exports probably will continue to decline relative to total fruit production, this season's domestic supply of fresh fruits may be even larger than the above figures suggest. The volume of dried fruits available for the domestic market probably will be 42 percent larger than usual, and 29 percent larger than domestic consumption in 1934-35. Dried prunes will be very plentiful. The total 1935-36 supply of commercially canned fruits, including carry-over, is about 8 percent larger than in 1934-35, and 20 percent larger than the 1925-29 average. Canned peaches, apricots, cherries, apples, and grapefruit will be more plentiful this year than last.

Vegetables.— Throughout most of 1935, fresh vegetables have been plentiful and probably will continue so. The production of potatoes, sweetpotatoes, carrots, cabbage, and onions has been relatively large and is expected to be ample to supply demand until the 1936 crops appear. The commercial pack of canned vegetables is one of the largest on record. The 1935-36 domestic supply of dry edible beans is expected to be larger than for several years. Marketings of peanuts are unusually large, but the high prices of peanut oil probably will divert much of this crop to oil.

Retail Food Prices

Relative retail food prices 1926-35.- The graph on the following page shows fluctuations of retail prices of "all foods" and of certain groups of foods during the 10-year period, 1926-35. Prices of "all foods" reached their lowest point in 1933 when they were 62 percent of the 1926 level. In 1934 they averaged approximately 69 percent, and for the first 9 months of 1935, 76 percent of the 1926 level.

Meat prices have undergone the widest fluctuations, rising in 1929 to 110 percent of the 1926 level, and then declining to 60 percent of the 1926 level in 1933. During 1935, meats have increased in price more rapidly than any other food group, averaging in the first 9 months 89 percent of their 1926 price. Except in 1933, meats have been relatively higher than "all foods" throughout the 10-year period.

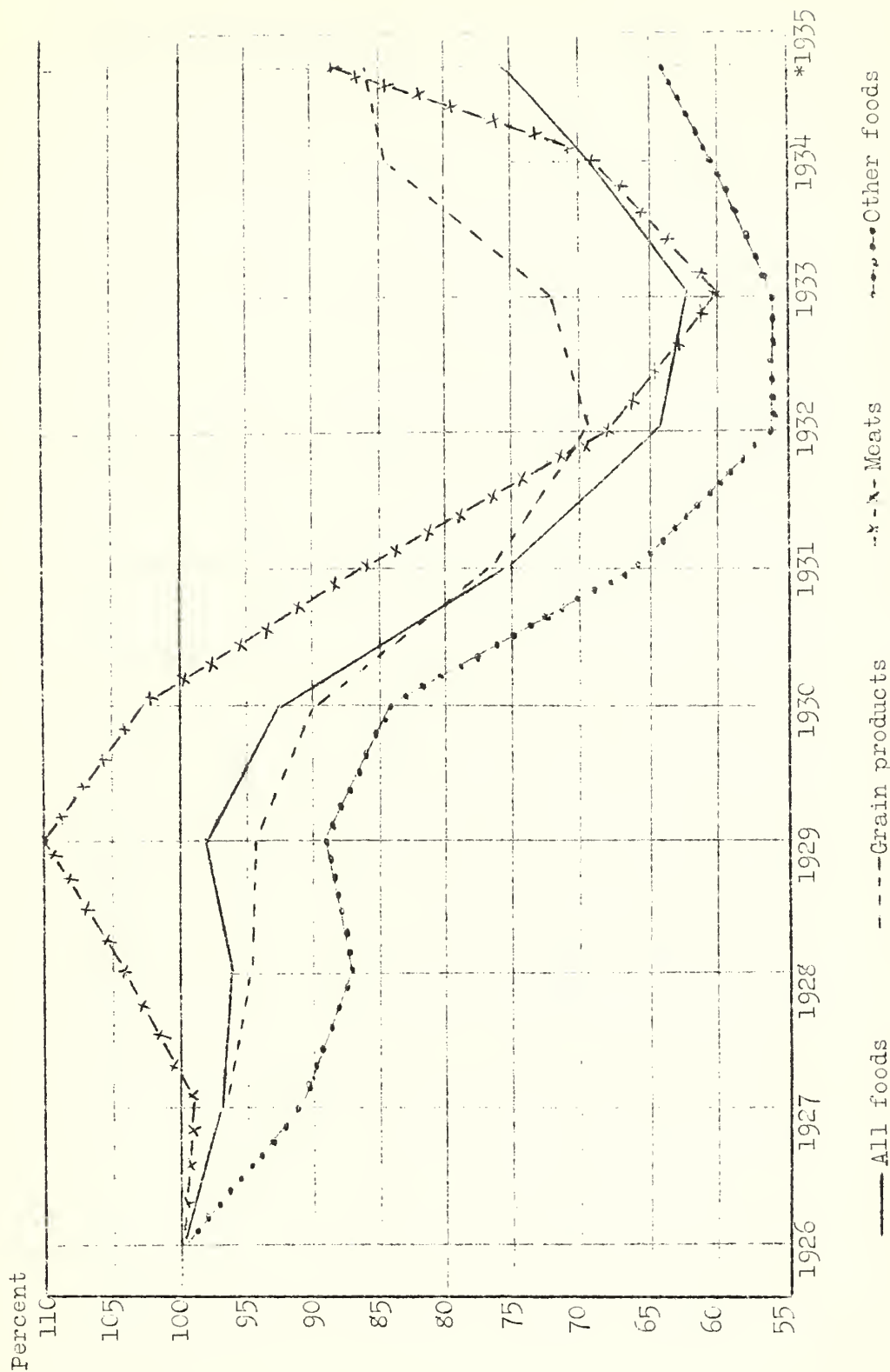
Grain products have shown less decline from 1926 prices than have other food groups; and since 1930 they have maintained a relatively higher price level than "all foods." During 1935 the price increase for grain products has been less marked than for "all foods" or for the other food groups represented on the graph.

"Other foods" (including fats, sugars, fruits and vegetables, eggs, and miscellaneous items) have declined more from 1926 prices than "all foods" and have not recovered to the same degree from their low level of 1932 and 1933.

Outlook for food prices, first half 1936.- In view of the abundant supplies available for domestic consumption, so far as most groups of food are concerned, retail food prices in the first half of 1936 probably will not be materially different from those in the last half of 1935. The foods of which the supplies are relatively short and for which prices during the first months of 1936 may be somewhat higher than in 1935 include: meat, especially pork; lard; bread, flours, and cereals. Since farm families spend almost 30 percent of their food money for bread, flour and cereals, and another 30 percent for meats and lard, increases in the prices of these items would be of concern. Some adjustment in plans for food purchase and home production probably would follow, such as more home baking of bread; the home manufacture of certain types of breakfast cereals; an economical consumption of fats and oils.

RELATIVE RETAIL FOOD PRICES 1926-35

1926 index numbers = 100 percent



Based on U. S. average retail prices of Bureau of Labor Statistics

U. S. Department of Agriculture

Bureau of Home Economics

Careful planning for well-balanced diets the year around has long been urged of farm families by the nutritionists of the Extension Service and others interested in rural health and quality of living. The problem is complex; it includes not only selection and purchase of food suited to family needs, but also food production and preservation. Long-time planning for adequate diets requires time and thought, but the returns make it eminently worth while.

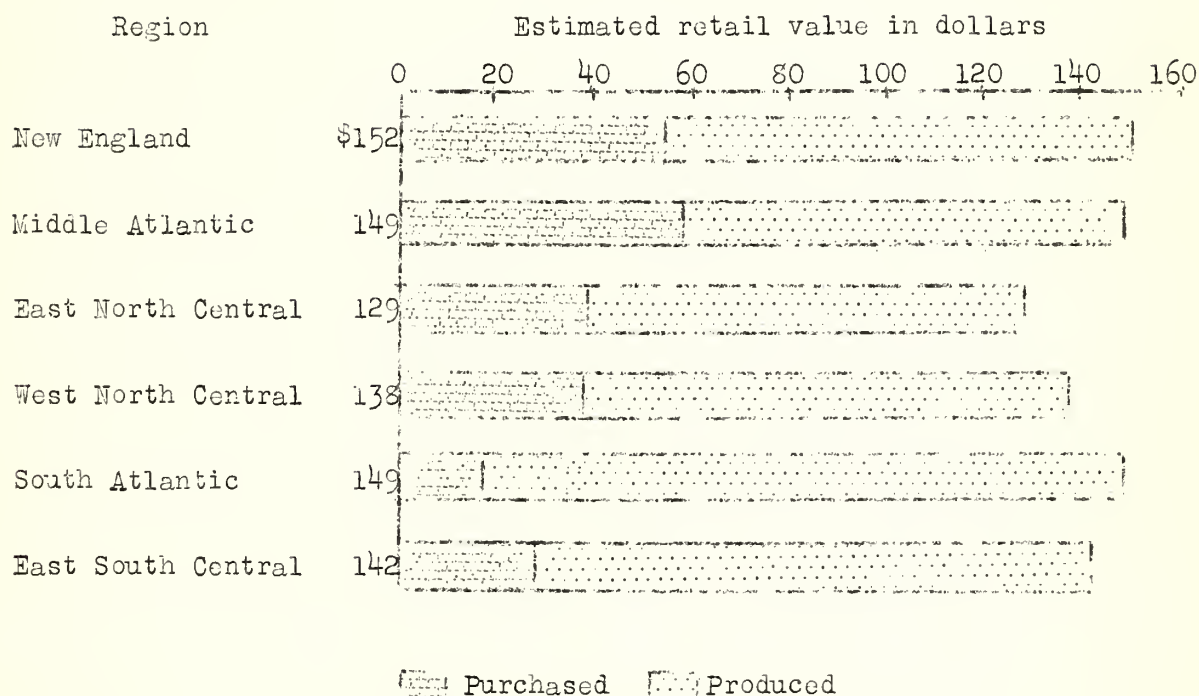
The yearly quantities of different kinds of foods required by a family depend first on its nutritional needs. Also, they depend upon the family's way of living as determined by tastes, cash available for food, and possible scope and success of home-food production and conservation programs. As an aid in food budgeting, the Bureau of Home Economics has developed several basic diet plans (see Planning Farm Family Living, mimeo. 629 9-2-35). In a number of States, the Extension Service has adapted these or other suitable plans to State conditions, such as sectional dietary habits, type of farming, and climatic or soil factors that affect production and storage of food.

As a step in planning for the year ahead, the individual family will do well to appraise its diet of previous years, and to consider its changing food needs and potential resources. In the absence of records, the family may find it helpful to consult the estimates of customary practices in food production and purchase, as shown in succeeding charts. These estimates are based on information obtained from over 3,400 families in studies made between 1917 and 1933. Money values have been adjusted to September 1935 price levels.

The total retail money value of the average food supply of farm families seems to vary little from region to region, but the proportions purchased and home produced vary greatly. Although farm-furnished food may amount to 80 or 90 percent of the total food supply in the Southern States and 60 to 70 percent in the North, yet expenditures for food are not infrequently the largest item of the disbursements for farm-family living. Of 66 studies made between 1922 and 1933 and giving information on this point, the average expenditure for food amounted to 20 percent or more of total expenditures in all but five studies. In about a third of the studies, it amounted to 30 percent or more of the total. Whether or not a family's cash expenditures for food can ~~be~~ should be reduced through more effective home-production measures is a problem for each family to decide.

Outlook for 1936.- In 1935, most farm families have continued extensive programs of food production for family use. With good yields from garden and orchard in most sections of the country, the supplies of home canned and stored fruits and vegetables are greater for 1935-36 than in the previous year. Home canning and curing meat may be lessened, because higher prices for livestock may encourage selling rather than slaughtering animals for family use. If this proves to be the case, more economical utilization of meats and fats probably will follow. The greater production of food for home use in 1935 may tend to reduce food expenditures below the level of 1934, thus leaving a larger share of the income available for other living expenses. Or if food expenditures continue at the 1934 level, the increased production of 1935 may be the means of providing more satisfactory and varied diets. In 1936, there probably will be a continuation of well-considered programs of food production for family use.

MONEY VALUE OF FOOD SUPPLY OF FARM FAMILIES
Yearly per capita average



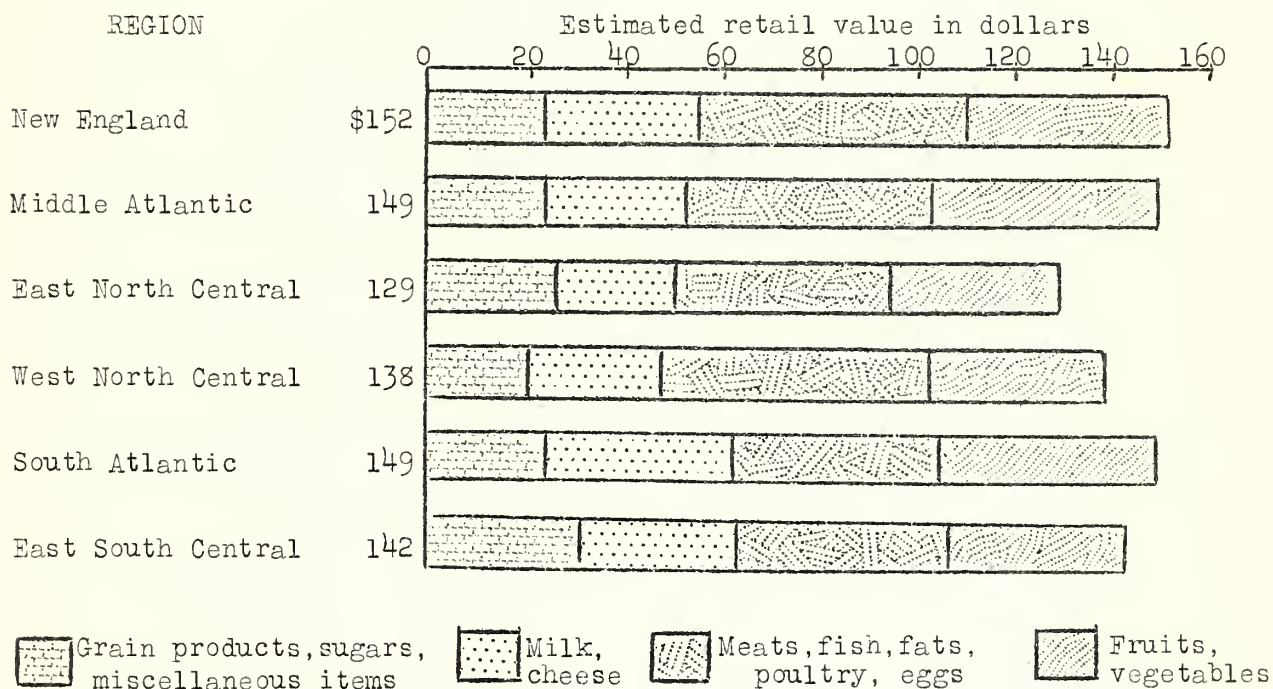
The total retail money value of the average food supply of farm families appears to vary little from region to region. The range is from about \$129 per person per year to about \$152, according to averages based on studies made between 1917 and 1933 and adjusted to September 1935 price levels. On the basis of average U. S. prices for September 1935, farm families could purchase a minimum-cost diet for about \$135 per capita per year. The average money value of farm family diets in five of the six regions shown above is somewhat higher than this figure.

The amount of food purchased depends upon the scope of the home food production program. In these studies, the average value of purchased food varied from about \$17 per person per year in the South Atlantic region, where there can be extensive production in home gardens, to between \$54 and \$58 in the New England and Middle Atlantic States where the growing season is shorter.

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MONEY VALUE OF DIFFERENT TYPES OF FOOD IN FARM FAMILY DIETS

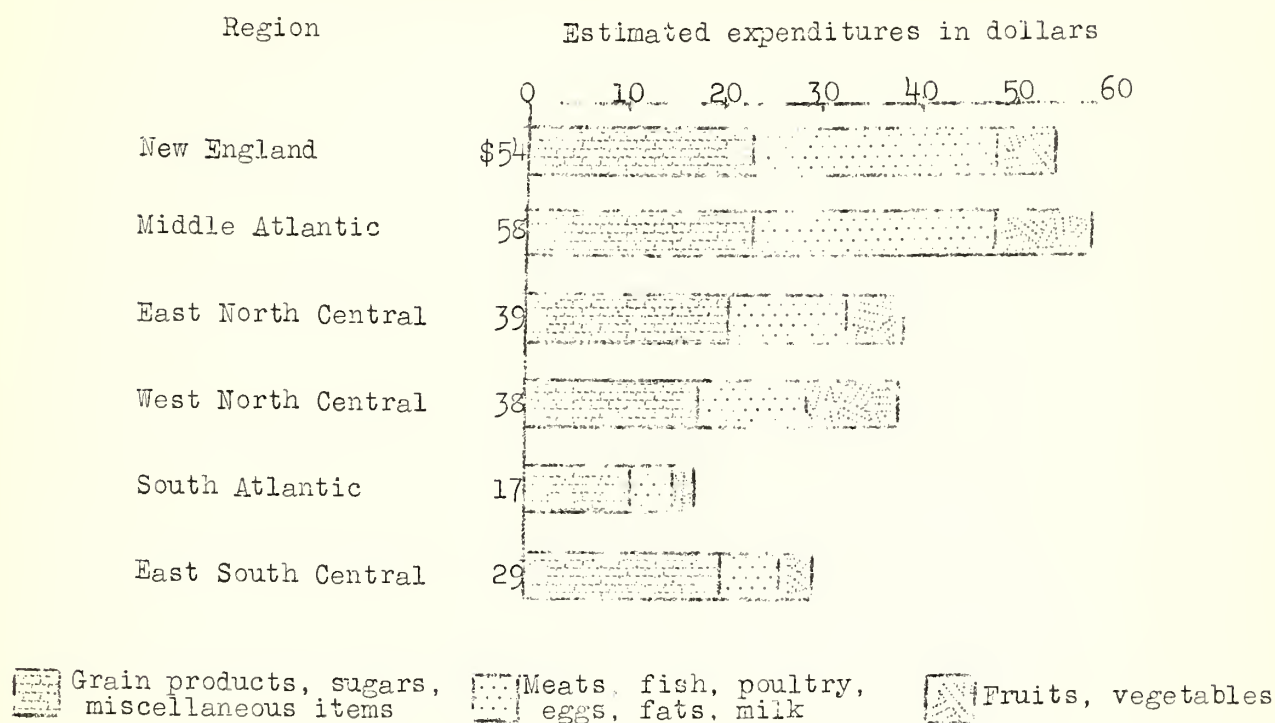
Yearly per capita average



Although the per capita retail value of the farm food supply varies little from region to region, there appear to be marked differences in dietary habits. According to estimates based on studies made between 1917 and 1933 (money values adjusted to September 1935 price levels), the consumption of fruits and vegetables is higher in New England and the Middle and South Atlantic States than elsewhere, and the consumption of meats, fish, poultry, eggs, and fats is relatively high in the New England, Middle Atlantic, and West North Central States. The consumption of milk and cheese seems to be higher in the New England and Southern States than elsewhere, and the consumption of grain products, sugars, and miscellaneous items, comparatively high in the East South Central States.

Probably not all of these apparent differences in consumption are attributable to regional food habits. In part they may reflect differences in the methods by which data are obtained. Consumption of food is commonly over-estimated when information is obtained by the use of schedules, and not all carefully supervised records of dietary habits are secured from representative families. The data pertaining to the South, especially as regards milk consumption, probably are more subject to these criticisms than are figures from other areas.

EXPENDITURES OF FARM FAMILIES FOR DIFFERENT TYPES OF FOOD
Yearly per capita average



The bars show a considerable variation from region to region in the total amount spent by farm families for food. They also show how the total expenditures are divided among different kinds of food. The figures, taken from studies made between 1917 and 1933, have been adjusted to September 1935 price levels.

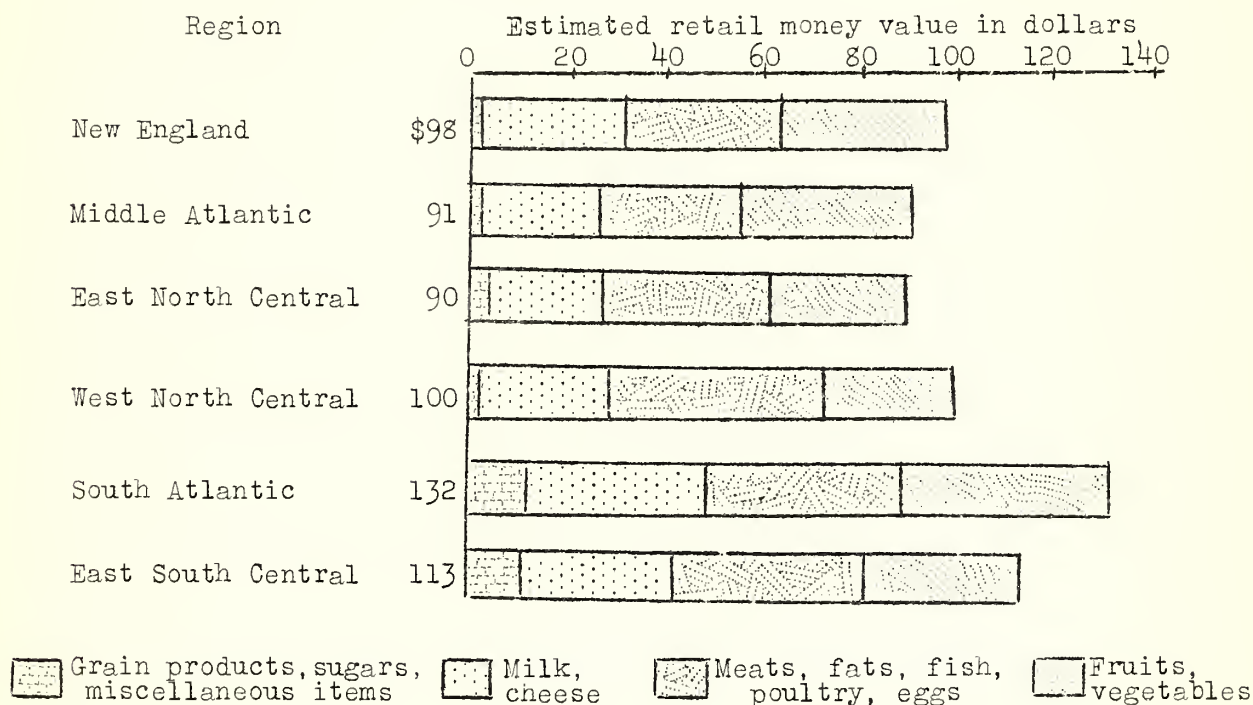
New England and the Middle Atlantic regions show the largest expenditures for food. The distribution among the three food groups is very much alike in these regions.

In the two North Central regions both the total amount spent for food and the distribution of this money among food groups are apparently very much alike.

In the South Atlantic region average yearly expenditures per person for food are very low perhaps because of dietary habits and also because of the extensive food production program. The largest amount goes for grain products, sugar, and miscellaneous, as would be expected under these conditions.

In the East South Central region the yearly per capita expenditures for food are comparatively low, with considerable emphasis on grain products, sugar, and miscellaneous items.

MONEY VALUE OF HOME-PRODUCED SHARE OF FARM FAMILY FOOD
Yearly per capita average

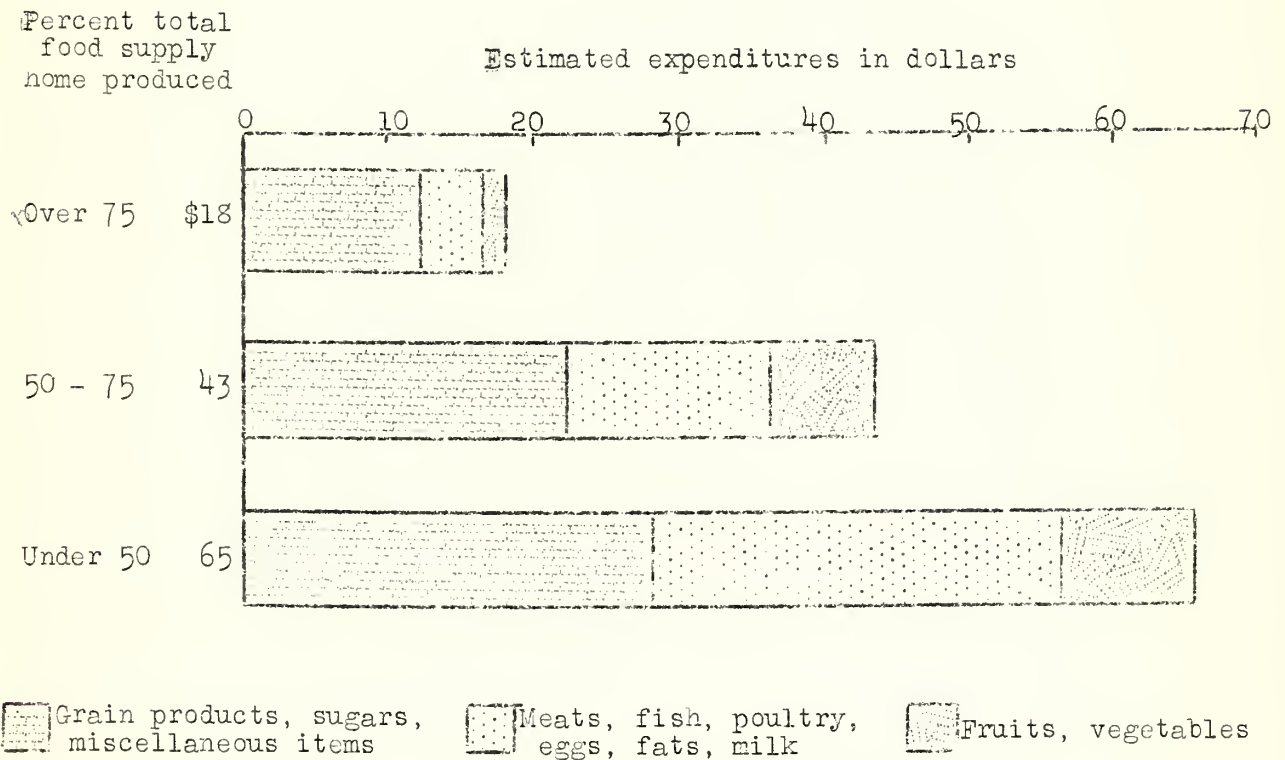


The total retail value of home-produced food varies considerably from region to region. The range is from about \$90 per capita per year in the East North Central States to about \$132 per capita per year in the South Atlantic States, according to estimates based on studies made between 1917 and 1933, and adjusted to September 1935 price levels.

Home-production of grain products and sirups and of vegetables and fruits seems to be greater in the South Atlantic than in other regions. A very large production of dairy and livestock products in the Southern area is also indicated by the available data. However, some of the figures at hand for the South Atlantic States probably are less representative than the data available for the Northern States because of the method of choosing the families studied. Figures from the East South Central region are based almost entirely on family estimates, hence they are less reliable than those from regions where such estimates can be supplemented by detailed records.

FOOD EXPENDITURES OF FARM FAMILIES AS RELATED TO HOME PRODUCTION

Yearly per capita average

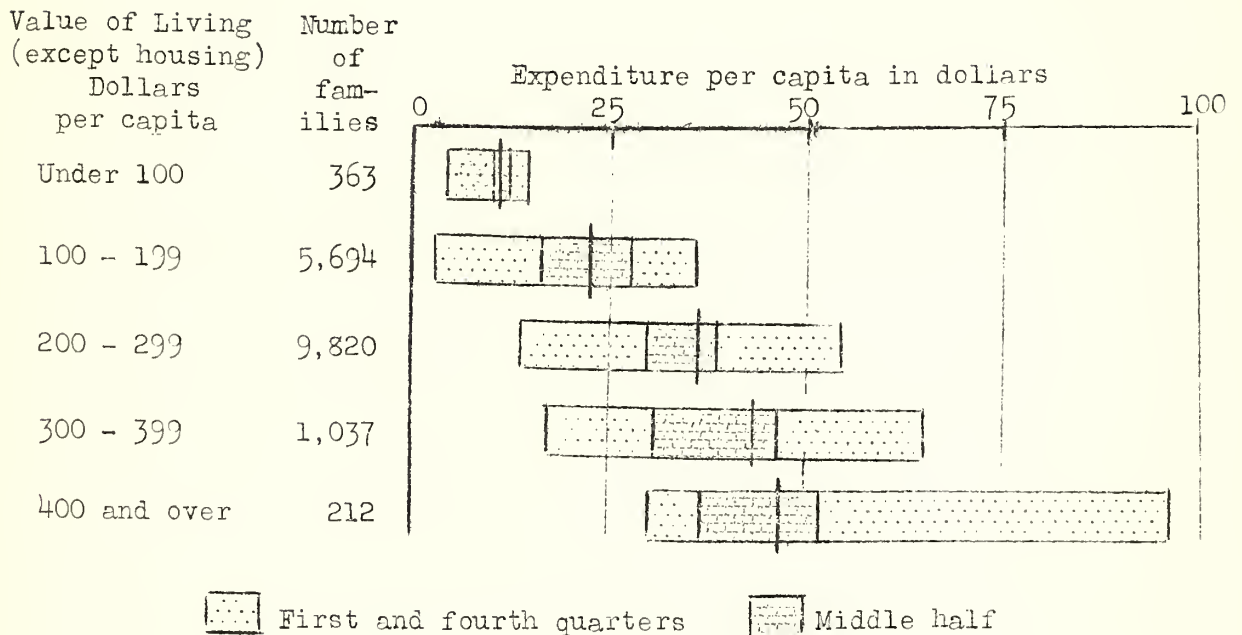


The scope of the home food production program largely determines the amount that farm families spend for food. When much is produced at home -- more than 75 percent of the total food supply -- the yearly expenditure for food per person is small, averaging about \$18 according to the available studies made between 1917 and 1933. When relatively little is home produced -- less than 50 percent -- the amount spent for food averages about \$65 per person per year. The estimated expenditures for food as reported in these studies have been adjusted to September 1935 price levels.

The upper bar in the chart is typical of the figures from the South Atlantic region. The middle bar is close to the average situation in the North. The lower bar represents families in any region whose food production program is not extensive and who therefore buy considerable food.

FARM FAMILY CASH CLOTHING EXPENDITURES

Per capita range, by group averages



This chart is based on studies of expenditures of 17,126 farm families, in 30 states, made during the period 1920-34. Figures show average expenditures of groups of families --- not expenditures of individual families, these latter data not being available. Money values have been adjusted to 1935 price levels.

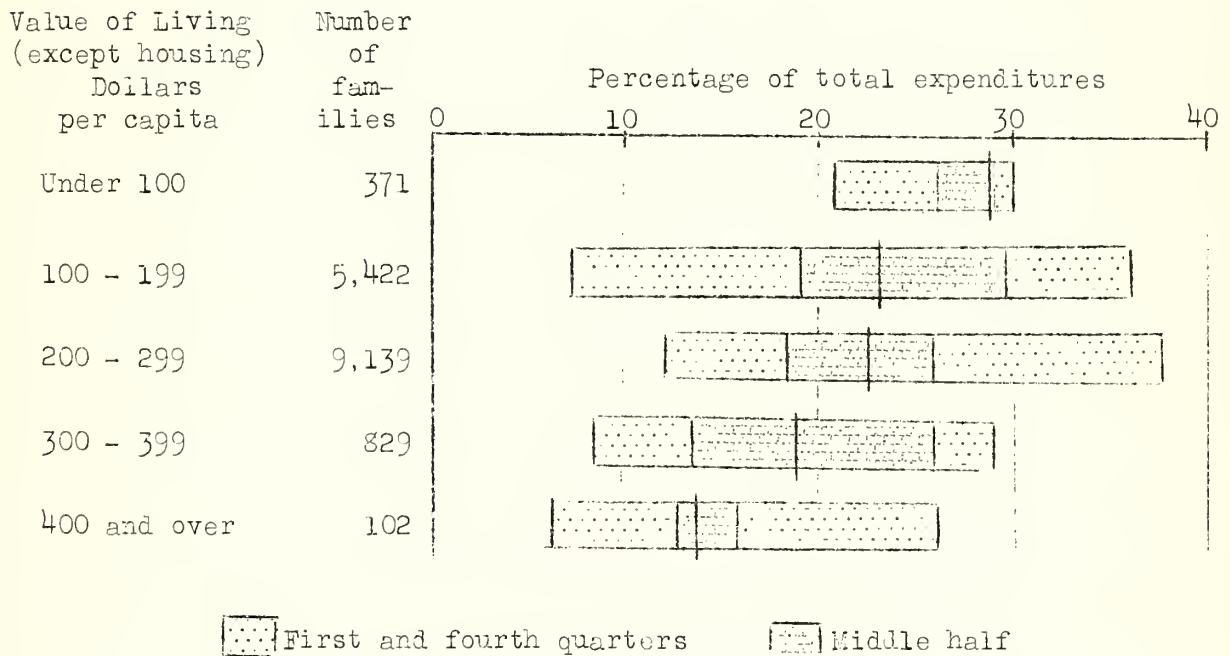
As the per capita money value of living increases in the 5 economic levels shown, there is an upward trend in the amount spent for clothing. At each of these 5 levels of living, there is a wide range in the average per capita clothing expenditures of the different groups. However, when only the middle half of the families are considered (darker sections of the bars) the average per capita expenditures fall within a narrower range. For example, when all families at the highest level of living are included, average per capita clothing expenditures range from \$31 to \$97 per year; but for the middle half of the families, average expenditures fall between \$37 and \$52 per capita per year.

From the lowest to the highest of the above 5 value-of-living groups, the median per capita expenditures made by families were \$10, \$23, \$36, \$44, and \$47, respectively. These figures show an increase in expenditures for clothing as living levels rise.

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FARM FAMILY EXPENDITURES FOR CLOTHING

Range in percentage, by group averages



This chart is based on studies of expenditures of 15,863 farm families in 30 states made during the period 1920-34. Figures show percentage of total expenditures allotted to clothing by groups of families -- not by individual families, these latter data not being available. Money values have been adjusted to 1935 price levels.

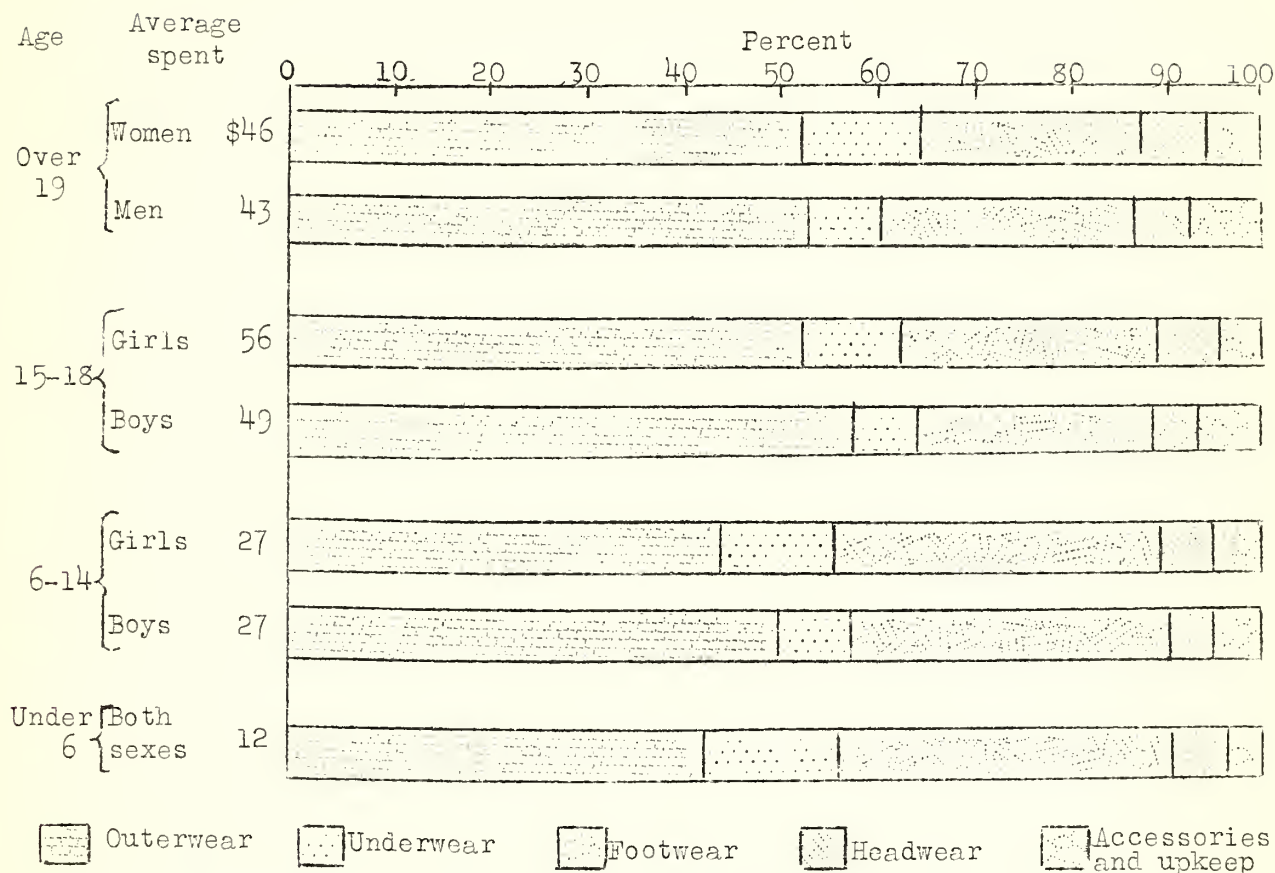
As the per capita money value of living increases in the 5 economic levels shown, there is a downward trend in the percentage of total expenditures allotted to clothing. At each of these 5 levels of living there is a wide range in the average percentages spent for clothing by the different groups. However, when only the middle half of the families are considered (darker sections of the bars) the range is considerably narrowed. For example, averages for all family groups in the highest of these levels of living show clothing expenditures ranging from 6 to 26 percent of the total, but averages for the middle half of these families are between 12 and 15 percent.

From the lowest to the highest of the above 5 value-of-living groups, the median percentages allotted to clothing were 29, 23, 22, 19, and 13 percent, respectively. These figures show a decreasing prominence of clothing in expenditures as living levels rise.

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RELATIVE EXPENDITURES FOR CLOTHING ITEMS BY FARM FAMILY MEMBERS



The data on which this chart is based were taken from studies of farm family living made between 1920 and 1934. The money values have been adjusted to the June 1935 price level.

The bars for the several age and sex groups show the percentage distribution of expenditures for various items of clothing and its upkeep. While the average dollar expenditures (June 1935 price level) differ widely from group to group, being \$12 for children under six and \$56 for girls of high school age, the differences in percentage expenditures are much less marked.

Outerwear takes about half of the clothing money, from 53 to 58 percent of the total for persons 15 years of age and over, and from 43 to 50 percent for children under 15. Footwear takes about one fourth of the clothing money for persons 15 or over, but increases to about one third for children under 15. The percentage spent by women and girls for underwear is more than half again as much as that spent by men and boys in the same age groups. Women and girls spend relatively more for hats but less for accessories and upkeep than do men and boys.

FARM FAMILY CASH CLOTHING EXPENDITURES
Per capita range, by group averages

Value of living (except housing)	Number of families	Median per capita expenditure	Range of average per capita expenditures by-	
			Middle half of families	All groups of families
Dollars per capita				
Under \$100	363	\$10	\$10 - 12	\$ 5 - 14
\$100 - 199	5,694	23	17 - 28	3 - 36
200 - 299	9,820	36	30 - 38	15 - 55
300 - 399	1,037	44	32 - 46	18 - 65
400 and over	212	46	37 - 52	31 - 97

FARM FAMILY EXPENDITURES FOR CLOTHING
Range in percentage, by group averages

Value of living (except housing)	Number of families	Proportion of total expenditures allotted to clothing		
		Median percentage	Range of average percentages expended by-	
			Middle half of families	All groups of families
Dollars per capita				
Under \$100	371	29	26 - 29	21 - 30
\$100 - 199	5,422	23	19 - 29	7 - 36
200 - 299	9,139	22	18 - 26	12 - 37
300 - 399	829	19	13 - 26	8 - 29
400 and over	102	13	12 - 15	6 - 26

The two tables above are based upon studies of expenditures of more than 15 thousand farm families in 30 states, made during the period 1920-34. Figures show average expenditures of groups of families -- not expenditures of individual families, these latter data not being available. Money values have been adjusted to 1935 price levels.

These tables present data shown in charts having corresponding headings.

CASH CLOTHING EXPENDITURES OF FARM FAMILY MEMBERS
Classified by age, sex, and marital status

Age, sex, and marital status		Number of group averages	Median of average group expenditures	Range of average expenditures	
				Middle half of groups	All groups
All	Wives	62	\$37	\$29 - 49	\$ 7 - 83
	Husbands	62	28	22 - 36	7 - 74
19-25	Single women	38	54	40 - 68	8 -126
	Single men	41	48	41 - 61	15 - 81
15-18	Girls	51	50	42 - 64	10 -118
	Boys	42	36	29 - 48	13 - 61
6-14	Girls	93	22	17 - 30	3 - 57
	Boys	100	23	17 - 27	2 - 46
Under 6	Girls	77	12	9 - 14	5 - 28
	Boys	79	12	10 - 15	3 - 34

RELATIVE EXPENDITURES FOR CLOTHING ITEMS BY FARM FAMILY MEMBERS*
Classified by age and sex

Age and sex		Number of persons	Average total clothing expenditures	Percentage allotted to -				
				Outer-wear	Under-wear	Foot-wear	Head-wear	Accessories and upkeep
Over 19	Women	3,379	\$46	53	11	23	7	6
	Men	3,303	43	53	7	26	6	8
15-18	Girls	426	56	53	10	26	6	5
	Boys	510	49	58	6	24	5	7
6-14	Girls	1,352	27	44	12	33	6	5
	Boys	1,345	27	50	7	33	5	5
Under 6	Both sexes	1,192	12	43	14	35	5	3

*This table presents data shown in chart having corresponding heading.

The two tables above are based upon studies of farm-family living made between 1920 and 1934.

Data presented are based upon averages of clothing expenditures of groups of families and groups of individuals -- not upon expenditures of ungrouped families and individuals, these latter data not being available.

Money values have been adjusted to 1935 price levels.

PURCHASES OF FIVE ITEMS OF CLOTHING BY FARM OPERATORS
48 Illinois farm families, 1934

Purchases of All Operators

Item	Number of operators making some purchases	Range in number of items purchased by middle half of operators	Range in price per item		Expenditures during year	
			All purchases	Middle half of purchases	Average for all operators	Range of expenditures by middle half of operators
Shirts	43	3 - 5	\$0.39-2.57	\$0.69-1.00	\$3.89	\$2.01-5.24
Overalls, pair	35	1 - 2	.50-3.00	1.00-1.50	2.11	.00-3.07
Shoes, pair	39	1 - 2	.79-6.50	2.25-4.00	4.03	1.95-6.00
Overshoes, pair	16	0 - 1	.80-3.35	1.32-2.29	.71	.00-1.32
Hats	31	0 - 1	.15-6.50	.50-3.95	1.95	.00-2.00

Purchases of operators, classified by average clothing expenditures

Item	Modal number ¹ /of items purchased during year by operators ² / spending-			Range in price of middle half ³ / of items purchased by operators spending-		
	Under \$20.00	\$20.00-39.99	\$40.00-89.99	Under \$20.00	\$20.00-39.99	\$40.00-89.99
Shirts	2	3	5	\$0.50-0.80	\$0.70-1.00	\$0.69-1.55
Overalls, pair	1 or 2	2	0	.93-1.49	1.05-1.50	1.05-2.01
Shoes, pair	1	1	2	2.02-3.00	2.64-4.04	2.49-4.12
Overshoes, pair	0	0	0	.80-2.98	1.32-2.29	1.52-2.10
Hats	1	1	1	.50-1.00	.50-2.00	.75-5.00

¹/ Modal number refers to the number most usually purchased. The same number of operators purchased 1 pair of overalls as purchased 2 pairs.

²/ Number of operators in each of the 3 clothing expenditure classes: 14 operators had average yearly expenditures of under \$20; 27, from \$20 to \$40; and 7, from \$40 to \$90 per year. Expenditures for clothing during the 3 years, 1932-34 were averaged in making this classification.

³/ Complete range given for overshoes in 2 classification groups under \$20; and \$40-89.99, due to small number of cases.

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Summary prepared by Bureau of Home Economics, U. S. Department of Agriculture, using data from home accounts kept as part of State account project under the supervision of Ruth Crawford Freeman, State Extension Specialist in Home Accounts, Illinois.

PURCHASES OF FIVE ITEMS OF CLOTHING BY FARM HOMEMAKERS
48 Illinois farm families, 1934

Purchases of All Homemakers

Item	Number of home-makers making some purchases	Range in number of items purchased by middle half of home-makers	Range in price per item		Expenditures during year	
			All	Middle half	Average for all home-makers	Range of expenditures for items of middle half of homemakers
Dresses	47	4 - 6	\$0.24-19.95	\$0.97-3.76	\$14.20	\$7.33-16.02
Hats	38	1 - 2	.25- 5.10	1.02-2.52	2.92	.88- 4.00
Shoes, pair	47	2 - 3	1.00- 8.16	2.49-4.03	6.98	4.59- 8.52
Hose, pair	48	3 - 5	.09- 1.33	.30- .79	2.55	1.60- 3.14
Corsets and girdles	28	0 - 1	.35- 6.53	1.00-4.45	2.16	0- 3.00

Purchases of Farm Homemakers,
Classified by average yearly clothing expenditures

Item	Modal number <u>1</u> / of items purchased by homemakers spending- <u>2</u> / Under \$20				Range in price of middle half of items purchased by homemakers spending- <u>2</u> / Under \$20			
	Under \$20	\$20-39.99	\$40-59.99	\$60 and over	Under \$20	\$20-39.99	\$40-59.99	\$60 and over
Dresses	4	3	4, 5, 6, 9	9-17	\$0.52-1.63	\$0.88-3.04	\$1.40-4.00	\$1.50-7.90
Hats	0, 1, 2	1	2	3- 4	1.32-1.92	1.00-2.02	1.98-2.54	2.98-4.05
Shoes	2	2	2	2- 4	1.79-3.49	2.52-4.03	3.00-4.95	2.95-5.00
Hose	2	3, 5	3	3- 6	.15- .62	.35- .79	.30- .87	.66- .67
Corsets and girdles	0	1	1	1	1.50-1.85	.70-2.98	2.70-4.45	5.10-6.53

1/ Modal number refers to the most usual number purchased. An equal number of homemakers spending under \$20 purchased no hats, 1 hat, and 2 hats during the year and of the homemakers spending \$20 to \$40, the same number purchased 3 as 5 pairs of hose. The range in number of items purchased has been entered for the 2 women spending over \$60 per year.

2/ Homemakers classified by average expenditure for clothing during 3 years 1932-34: 12 spent under \$20; 24, from \$20 to \$40; 10, from \$40 to \$60; and 2 spent over \$60 per year.

Summary prepared by Bureau of Home Economics, U. S. Department of Agriculture, using data from home accounts kept as part of State Account Project under the supervision of Ruth Crawford Freeman, State Extension Specialist in Home Accounts, Illinois.

PURCHASES OF SHOES AND HOSE BY FARM CHILDREN OF GRADE SCHOOL AGE
48 Illinois farm families, 1934

Purchases of All Children

Item	Number of children making some purchases	Range in number of items purchased by middle half of operators	Range in price per item		Expenditures during year	
			All	Middle half	Average for all children	Range of expenditures per item of middle half of children
Girls						
Shoes, pair	18	3	\$.46-4.00	\$1.83-3.00	\$7.19	\$5.55-8.94
Hose, pair	19	5-7	.09-1.00	.15- .47	2.17	1.05-2.34
Boys						
Shoes, pair	30	1-2	.39-4.33	1.52-2.70	4.05	2.50-5.33
Hose, pair	29	2-5	.09- .75	.16- .25	.88	.40-1.16

Purchases of Farm Children Classified by Yearly Expenditure for Clothing

Item	Modal number <u>1</u> / of items purchased by children spending - <u>2</u> / Under \$15				Range in price of middle half of items purchased by children spending- <u>2</u> / Under \$15			
	\$15-24.99	\$25-34.99	\$35 and over		\$15-24.99	\$25-34.99	\$35 and over	
Shoes								
Girls	3	2,3	4,6	3	\$1.00-3.04	\$2.00-2.85	\$2.40-2.95	\$2.37-2.95
Boys	3	2	3	-	1.40-2.95	1.69-2.54	2.02-2.70	- -
Hose								
Girls	6	5	4,7	5-12	.12- .25	.15- .30	.25- .50	.65- .79
Boys	1	4	3	-	.16- .25	.16- .25	.18- .25	- -

- 1/ Modal number refers to the most usual number purchased. Where there are only 2 persons, as for girls \$25-34.99 the number for each is given. The range is given for 3 girls in the \$35 and over group.
- 2/ Girls and boys classified by average expenditure for clothing during three years, 1932-34: 7 girls spent under \$15; 7, from \$15 to \$25; 2, from \$25 to \$35; 3, over \$35 per year; 9 boys spent under \$15; 19, from \$15 to \$25; and 5, from \$25 to \$35 per year.

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Summary prepared by Bureau of Home Economics, U. S. Department of Agriculture, using data from home accounts kept as part of State Account Project under the supervision of Ruth Crawford Freeman, State Extension Specialist in Home Accounts, Illinois.

CLOTHING EXPENDITURES: PERCENTAGE DISTRIBUTION BY ITEMS
ILLINOIS FARM FAMILIES

(Discussion of following tables, which are based upon a small number of cases, hence figures are only indicative of trends. They will be helpful as a guide in planning budgets, but variations from them should be expected.)

Men and Women

Outer garments (such as coats, suits, and dresses) and headwear take an increasing share of the clothing money of farm operators and homemakers as their clothing expenditures increase; while underwear, footwear, and accessories take a decreasing share. As more money is spent for clothing, the increase goes largely to suits, coats, and dresses. Outerwear expenditures of farm operators increase from 38 percent of total average clothing expenditures of less than \$20, to 55 percent when clothing expenditures are \$40 and over. A similar trend is shown in clothing expenditures of homemakers. Outerwear takes 70 percent of total clothing expenditures when homemakers spend \$60 and over.

The percentage spent for underwear, footwear, and accessories declined as total clothing expenditures increased. Footwear for men declined from 35 percent of total clothing expenditures of \$20, to 18 percent when \$40 and over was spent. A similar decline was evident for women. This indicates that although the demand for shoes and underwear is great enough to require a substantial share of even a low clothing budget, the demand for additional and more expensive footwear and underwear is not so great as is the demand for additional outerwear when more money is available. Regard for appearances doubtless is largely responsible for the increased importance of outerwear, but comfort (as greater warmth) probably is an important factor, too.

Children

Children's clothing follows somewhat the same trend as that for adults. Outerwear claims an increasing proportion of the clothing fund for both boys and girls, as expenditures increase.

Boys' shoes take a proportion almost equal to that taken by outerwear when the average clothing expenditure is under \$15. As clothing expenditures increase, however, the proportion spent for shoes decreases. Girls' footwear seems to take a larger proportion of clothing expenditures than boys' in low-income families. There is some evidence that girls buy more shoes than boys and that their shoes are more expensive (See table, Purchases of shoes and hose by farm children of grade school age. The small number of cases should be noted in evaluating these data.)

Girls' undergarments take relatively more of the total clothing expenditures than do boys. The proportion spent by girls for underwear tends to decrease as clothing expenditures increase. Boys' headwear takes the same proportion of the clothing money in the three expenditure groups; but girls' headwear takes an increasing proportion as clothing expenditures rise.

(For number of cases in each expenditure group, see footnotes on tables showing purchases of clothing items for operators, homemakers, and children.)

CLOTHING EXPENDITURES: PERCENTAGE DISTRIBUTION BY ITEMS
50 Illinois Farm families

Clothing Items	Percentage spent for various items by husbands whose annual clothing expenditures were-			Percentage spent for various items by wives whose annual clothing expenditures ^{1/} were-			
	Less than \$20	\$20 to 39.99	\$40 and over	Less than \$20	\$20 to 39.99	\$40 to 59.99	\$60 and over
Outerwear							
Overcoats, raincoats, jackets and sweaters	5	9	15	6	19	18	16
Suits and trousers	11	30	28	-	-	-	-
Dresses and aprons	-	-	-	33	29	34	54
Overalls	10	7	4	-	-	-	-
Shirts	12	11	8	-	-	-	-
Subtotal	38	57	55	39	48	52	70
Undergarments, etc.							
Underwear	10	7	4	7	7	6	2
Corsets and girdles	-	-	-	2	4	7	3
Sleeping garments	2	1	1	1	1	1	1
Subtotal	12	8	5	10	12	14	6
Footwear							
Shoes, and repairs, overshoes	30	18	15	28	20	17	10
Hose	5	3	3	8	8	6	2
Subtotal	35	21	18	36	28	23	12
Headwear	4	5	8	9	7	7	8
Accessories and upkeep							
Gloves	7	4	4	2	2	1	2
Other accessories	2	2	4	1	2	2	1
Repairs and dry cleaning	2	3	6	3	1	1	1
Subtotal	11	9	14	6	5	4	4
Grand total	100	100	100	100	100	100	100

^{1/} Average annual expenditures for a 3-year period, 1932-34.

Data from home accounts kept as part of a State account project, under the supervision of Ruth Crawford Freeman, State Extension Specialist in Home Accounts, Illinois.

CLOTHING EXPENDITURES: PERCENTAGE DISTRIBUTION BY ITEMS
Grade school age boys and girls of Illinois account-keeping families

Clothing Items	Percentage spent for various items for boys 6 through 13 years whose clothing costs were- $\frac{1}{2}$			Percentage spent for various items for girls 6 through 13 years whose clothing costs were- $\frac{1}{2}$			
	Less than \$15	\$15 to 24.99	\$25 to 34.99	Less than \$15	\$15 to 24.99	\$25 to 34.99	\$35 and over
Outerwear							
Overcoats raincoats, jackets and sweaters	8	11	14	9	10	21	21
Suits and trousers	12	19	26	-	-	-	-
Dresses	-	-	-	19	29	20	34
Overalls	11	10	6	-	-	-	-
Shirts	10	9	10	-	-	-	-
Subtotal	41	49	56	28	39	41	55
Undergarments, etc.							
Underwear	5	5	5	9	9	9	5
Girdles	-	-	-	-	1	-	2
Sleeping garments	1	1	2	2	3	2	2
Subtotal	6	6	7	11	13	11	9
Footwear							
Shoes, and repairs, overshoes	35	31	25	41	34	36	20
Hose	5	5	3	10	6	5	8
Subtotal	40	36	28	51	40	41	28
Headwear	3	3	3	3	4	5	5
Accessories							
Gloves	2	2	2	3	2	1	1
Other accessories	2	1	2	3	1	1	1
Dry cleaning and repairs	6	3	2	1	1	-	1
Subtotal	10	6	6	7	4	2	3
Grand total	100	100	100	100	100	100	100

$\frac{1}{2}$ Average annual expenditures for a 3-year period, 1932-34.

Prepared by Ruth Crawford Freeman, Specialist in Home Accounts, Illinois.

DEVELOPMENTS LEADING TOWARD IMPROVED FARM HOUSING

Research on Farm Housing Standards Summary of talk by Maud Wilson, Oregon

Standards which concern the use-requirements of the farm house need emphasis. To develop standards it is necessary to determine what the different housing facilities contribute to family life. It is important also to make careful estimates of the cost of specific features of a farm house in order to balance money costs and time-and-energy costs against human values. Standards such as those for dimensions and qualities of materials found desirable in house construction are being (and should be) listed in terms usable by builders. For example, data on storage requirements obtained from homemakers are being used by builders in developing designs for useful types of cabinets or closets.

Much-needed research on farm housing needs and standards is under way. This investigation shows that standards vary widely from one section of the country to another. For example, a separate room for laundry work or home canning or both is considered highly desirable in one section, while reports from other sections allot these tasks to the kitchen. Knowing why these differences exist is important.

Standards for farm homes should be based upon requirements of family living. The concept that the house desirable is the house useful should be emphasized. Precision in defining use-requirements may help to lower housing costs by standardizing construction and taking advantage of mass production economies. It is desirable to discard features that have no utilitarian purpose though they have been traditionally included in houses. The house is a machine for living, and should be built for this purpose rather than with the idea of impressing neighbors.

Outlook for Improving Farm Homes Summary of paper by S. P. Lyle, Extension Service, U.S.D.A.

An increase in building and improving farm homes may be expected in 1936, made possible by the anticipated increase in agricultural income. This follows a trend for increased rural housing construction begun in 1933-34, and is in line with the increase of 160 percent in residential building in cities during the first 8 months of 1935 as compared with 1934.

Interest in remodeling and improvement has been developed by the Federal Housing Administration and by rural electrification promotion. Other factors favorable to increased activity in this field are improved credit facilities, continuing stability of the price level of building materials, and only a moderate farm wage rate increase.

No change is expected in prices of building materials in 1936 despite increasing sales. Building costs may be slightly higher due to higher labor costs; but they probably will not increase as much as farm income.

The construction and remodeling of service buildings may be expected to continue in 1936, though conditions are more favorable to home improvements. Construction of service buildings is influenced largely by volume of production; home remodeling is more dependent on increased income.

Developments Leading Toward Improved Farm Housing (continued)

Outlook for Increased Rural Electrification

Summary of talk by Boyd Fisher, Rural Electrification Administration

The possibility of extending electricity to farm homes depends upon the quantity used by each consumer, which in turn depends upon the returns it yields not only in comfort and pleasure but also in production uses. The farm consumer will use electricity in proportion to the extent that the cost of installation and of current can be justified by increase in value received from its use. For example, electricity can be used on the poultry farm to increase egg production, on the dairy farm to reduce labor costs, in refrigeration of food to decrease spoilage. Not all farmers are aware of the value of electricity in increased production.

At present between 10 and 15 percent of farm homes (750,000 out of 6,300,000), and 60 percent of rural nonfarm homes are electrified, as compared with 90 percent of farm homes in Japan. The lag in the United States has been due to the excessive cost to the farmers, who, bargaining individually with utility companies, have paid dearly for installation and service. Extension of electrification depends upon getting current inexpensively to areas not served at present. The companies claim that farmers are slow to avail themselves of facilities, and that those who have made connections with main lines are so scattered and use so little current that costs must remain high.

In attempting to encourage the greater use of electricity on farms, the Rural Electrification Administration is extending the amortization period on loans for electrification, is keeping interest rates low, and is encouraging the manufacture of standardized low-cost electrical units. It is lending money to selected communities on a 20-year basis at 3 percent for extension of rural lines by privately-owned and municipally-owned companies, and by farm cooperatives. Farm organizations in the Shenandoah Valley have formed cooperatives to provide electricity. In considering the problem of underconsumption, the R.E.A. estimates that efficient use in rural areas demands 100 k.w. hours per family per month. A progressive farm community near Hastings, Nebraska, uses 60 to 65 k.w. hours per rural family per month.

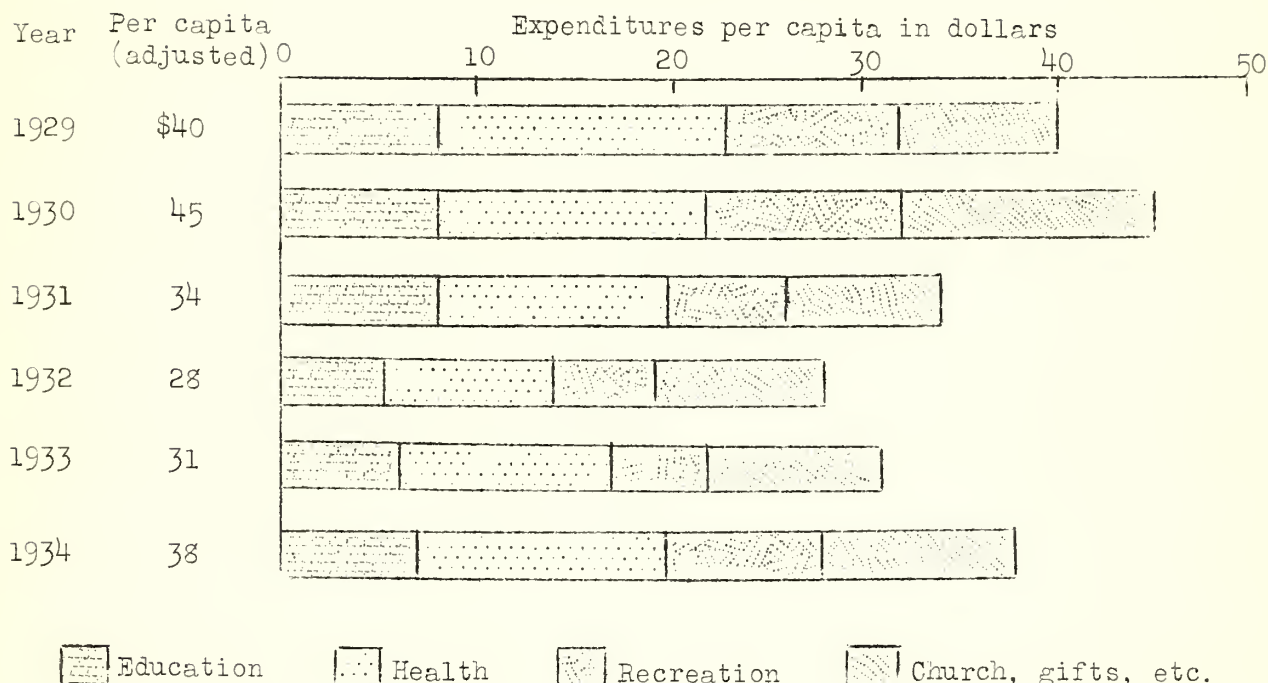
Planning Farm Family Finances to Meet Electrification Costs

Summary of talk by Thelma Beall, Ohio

In determining how usual consumption ways may be changed to furnish funds for electrification, the farm family will be helped by a record of its year's income and expenditures. Advantages of electricity should be compared with advantages of possible alternative expenditures. Electrification costs will be offset in part at least by savings effected in household and farm business costs. Families may find that willingness to increase home production, to barter, to buy cooperatively, etc., will help meet costs of electrification. Having decided in favor of electrification, the family should study relative costs of various ways of financing the purchase of appliances.

CHANGES IN "OTHER" FAMILY EXPENDITURES

Nebraska Farm Families: 1929-34



Changes in expenditures for health, education, recreation, and church and charities made by groups of Nebraska farm families during the years 1929-34 are presented, based on data collected by Muriel Smith and published in Nebraska Extension Circular 11-113. The value of the average expenditures for "other" items each year has been adjusted to 1934 prices in order to make expenditures for the 6 years comparable.

The average percentage of "other" expenditures allotted each year to education, recreation, medical care, and gifts, is shown by the four divisions of the bar for that year. For example, average expenditures for education which were 19 percent of the total "other" expenditures in 1929, are shown as 19 percent of the 1929 bar.

The 1930 adjusted figures of expenditures for "other" goods and services were higher than in 1929, even though total expenditures for family living fell. (See previous chart.) This 1930 increase in "other" expenditures was chiefly in the amount given to church and charity. From 1930 to 1932, the value of "other" expenditures fell relatively more than did total expenditures, 38 percent as compared with 29 percent. Expenditures for recreation showed the greatest decline, being cut more than one half; medical care, education, and gifts were cut one fourth to one third.

In 1934, "other" expenditures were 36 percent higher than in 1932, while total expenditures for family living were only 13 percent higher. Expenditures for education, recreation, and medical care increased relatively more in this 2-year period than did expenditures for church and charity.

HOW CAN THE FARM HOMEMAKER USE HER TIME MOST EFFECTIVELY?

How can the farm homemaker use her time most effectively? Any attempt to answer this question leads to a philosophical discussion of what is worth while. What are one's values of life and their relative importance? How important is money? Recent years have pointed out both its tragic importance and its relative unimportance. How important is work? Is hard work the virtue that we once thought? How important is recreation? What is it, and how much should we have? Is it more important than we used to believe? Are health problems, including nervous disorders, which are piling up costs to individuals and society related to unwise use of time in work and leisure? What can the homemaker do about these problems?

Occasionally the farm homemaker asks herself whether her days are always to be filled with cooking, sewing, washing, ironing, cleaning, making beds. What else is there in life? If it is true that our greatest chance for happiness lies in human relationships, largely in the family, are there ways of improving these relationships? Is time a factor?

A number of attempts have been made to state what every human being should have, over and above his basic physical necessities. It has been said that everyone needs "work, play, love, and worship in suitable proportions." Then there are the famous four wishes of W. I. Thomas: "Recognition, response, security, new experience." In what ways is achievement of these goals related to ways time is spent?

Considerations such as these, raised by Miss Bane, are fundamental in deciding what is wise use of a homemaker's time. Each homemaker's decisions must be based upon her philosophy of life and her values, as well as upon her resources of money and energy and upon the situation in which she finds herself. Sociology and psychology, as well as family economics, should help her answer these questions.

Since this conference dealt with economic problems of farm families, the relationship between the homemaker's use of time and the family income (both real and money) was emphasized. After the fundamental questions of human values had been raised, attention was centered on that part of the homemaker's day which remains after the usual household tasks have been performed. Obviously this fraction of the day will decrease as outside demands grow larger and will increase as routine household tasks are kept within bounds.

In using time to increase family income (real and money), the farm homemaker faces several alternatives, among which these are important:

Increasing household production of goods and services for family use, as producing more food, doing more home canning, making more garments, and thus adding to real income, or goods available for family consumption.

Making goods for sale, such as handicraft articles, jellies, and cakes, and processing foods to make them more salable and more profitable, as dressing chickens.

How Can the Farm Homemaker Use Her Time Most Effectively? (continued)

Participating in the farm business by keeping the farm accounts, selling farm produce at roadside stands or retail markets, assuming responsibility for certain phases of the farm business.

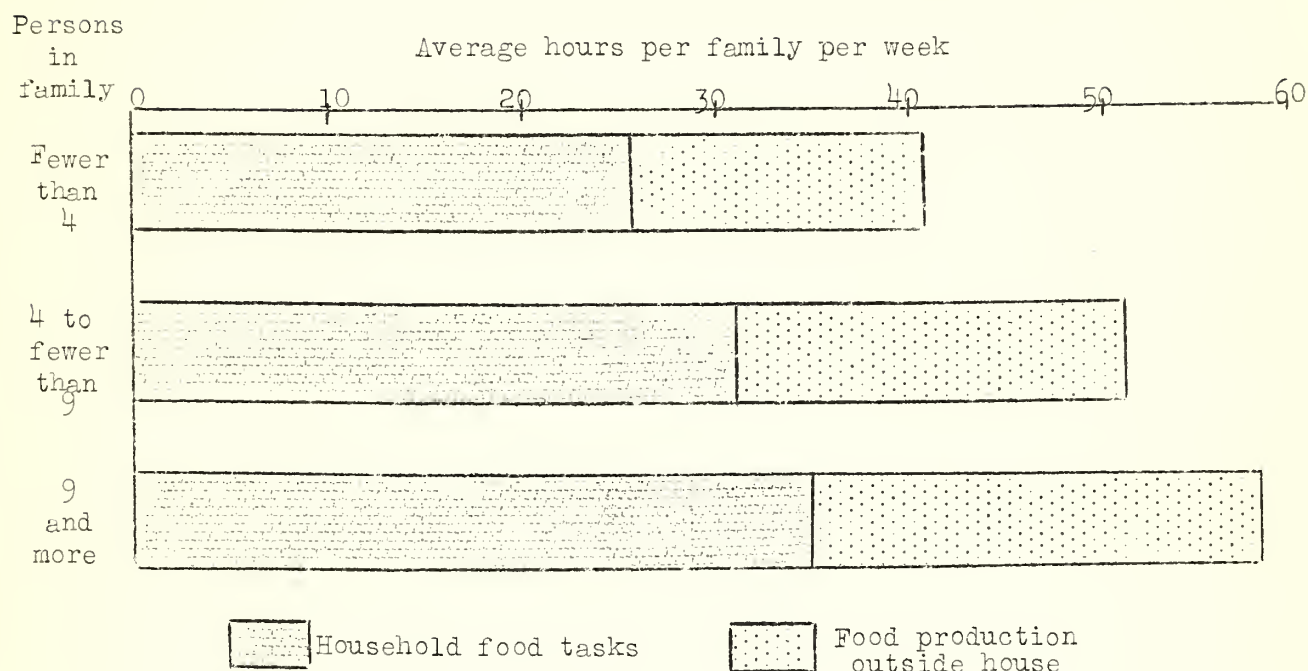
Increasing real income by production of food for family use is commonly expected of the farm homemaker. Such food production takes a generous share of her time as is shown by data from a South Carolina study. (See chart, "Time spent by farm families in food activities.") In regions where the greater part of the food supply is home produced, outside activities such as gardening and churning may increase the total time spent in food tasks by one half or more. The amount of time spent in household food tasks depends upon the type of menu served, as well as the size of the family. (See chart, "Time spent by farm families in household food tasks.")

Homemakers in farm families whose cash income is inadequate for maintaining a satisfactory level of living will need guidance as to the most immediately profitable use of their "free" time. Reports of extension leaders on earnings from sales of home-processed food and handicraft articles should help them determine probable returns from work. A study made by the Women's Bureau of the U. S. Department of Labor indicates however that there are many unsolved problems in the making and marketing of handicraft articles. (See "Potential earning power of Southern mountaineer handicraft," by Bertha M. Nienberg, Bulletin of the Women's Bureau No. 128.) The dangers of exploiting women who make handicraft articles in their homes should be recognized and avoided.

Participation in the farm business may increase farm cash income. Thus the homemaker may assume responsibility not only for marketing eggs but also for improving their quality. For instance, it is claimed by a well-known agricultural economist that the farm homemaker can add more to the farm income by wise management of egg production, raising eggs from grade C to grade A, than she can by making hooked rugs for sale. However, the homemaker's satisfactions from such use of time depend somewhat upon type of family organization and upon family practices regarding control of money. In a patriarchal type of family, the homemaker who keeps the farm accounts may have less feeling of satisfaction in achievement and less control of money to spend than she would if she made and sold cakes.

Homemakers whose incomes are sufficiently generous that cash increases are not essential for health or comfort will find it well worth their while to take a long-time view of the situation and to consider returns in personal satisfactions as well as in money from use of "free" time. All homemakers, however, should weigh the use of their time spent in increasing income against other demands on their time, energy, and strength.

TIME SPENT BY FARM FAMILIES IN FOOD ACTIVITIES



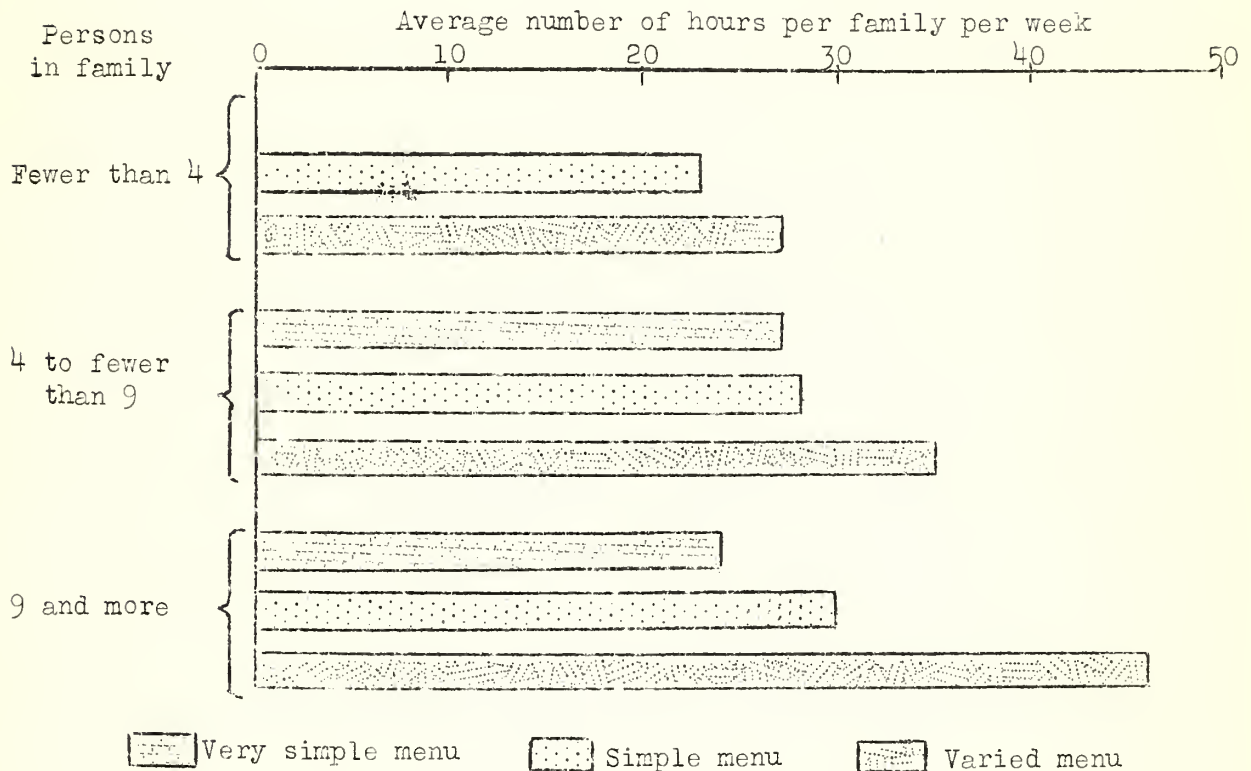
This chart is based on data^{1/} on use of time for food tasks by 115 white farm families living in the South Carolina Piedmont and producing about 83 per cent of their food supply. The bars show the average number of hours per week spent in food tasks by farm families, classified by number in family into 3 groups. As might be expected, the number of hours spent increased with the size of the family.

The total amount of time spent by each group is divided into 2 periods: (1) time spent in household food work, such as preparation and serving of meals, clearing away, baking, and food preservation; and (2) time spent in work outside the house in food production for home use, such as gardening, poultry-raising, pork production, and churning. Total time for food tasks increased with the size of the family. But the proportion devoted to work outside the house remained about the same for all groups, ranging from 37 percent in families of fewer than 4 to 40 percent in families of 9 and more.

These figures are for all white families studied; the data in the Farm Family Living Outlook Report refer to a smaller group selected on the basis of similar money values of total food supply.

^{1/} Ada M. Moser. Food consumption and use of time for food work among farm families in the South Carolina Piedmont. Clemson Agr. Coll. S. C. Agr. Expt. Sta. Bull. 300. Clemson, 1935.

TIME SPENT BY FARM FAMILIES IN HOUSEHOLD TASKS



This chart is based on data for use of time for household food tasks by 115 white farm families in the South Carolina Piedmont.^{1/} The average number of hours per week spent by families in their household food tasks (including preparation and serving of meals, clearing away, baking, etc., but excluding food preservation) is shown in relation to size of family and type of meals served. The top bar in each set of three represents hours per week spent by families serving very simple menus; no families of fewer than 4 members reported meals of this type. The middle bar shows hours spent by families serving simple menus; and the bottom bar, hours spent by families serving varied menus.

The comparison suggests that type of menu is fully as important a factor in determining amount of time spent in household food tasks as size of family. For example, families of 9 and more serving very simple menus spent fewer hours than smaller families serving varied menus.

^{1/} Ada M. Moser. Food consumption and use of time for food work among farm families in the South Carolina Piedmont. Clemson Agr. Coll. S. C. Agr. Expt. Sta. Bull. 300. Clemson, 1935.

